

Apollo Vision and Core Values

Apollo's vision is to become the unseen coating, adhesive and primer department of our customers' businesses...

Our vision is in sync with building long-term partnerships by adding value and building trust - the ethos inspired by Apollo's founder (Robert Saunders) when he established the company in 1972.

At Apollo, we have great people who are passionate about solving customer problems. We strive to add value across our entire supply chain, which is communicated via our brand promise 'more than adhesives'.

We can only achieve our vision and deliver our brand promise when our people and other stakeholders act in accordance with our core values:



More than adhesives



Apollo Core Values:

SAFETY of:

➤ **Employees**

We passionately care about the safety of our people; they are our most valued asset. We must all act as safety leaders, and take responsibility of our own and others' safety.

➤ **Plant**

Protecting the safety of our plant is essential; through it we protect and enhance the lives of our people by reducing the risk of accidents and protecting the future of the business.

➤ **Product Use**

We value and protect the safety of all of our stakeholders; through product demonstrations, training and support. Our Compliance Department is committed to ensuring that we have, communicate and act in accordance with the most up-to-date compliance information.

TRUST in:

➤ **Ability**

With experts across all of our business disciplines, we trust in our people's abilities to deliver superior customer value. In return, we continually invest in our people to ensure that they have the necessary skills to create a sustainable future for all stakeholders.

➤ **Integrity**

We understand that trust can only flourish if we act with integrity - with each other, customers and other supply chain partners. Integrity is vital throughout our value chain; we operate in a culture of openness and honesty, which drives innovation.

➤ **Motivation**

Apollo wishes to grow and prosper with our stakeholders, not at their expense. Our motivation ensures symbiotic relationships. Trust develops when we build relationships with stakeholders who share the same motives.



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CARE for:

➤ **Each Other**

Caring for the welfare of each other is very important. We operate in a market place that constantly requires change. Our people shape our future. It is essential that we provide a supportive and enjoyable working environment that encourages us to flourish.

➤ **Customers**

Our vision puts the customer at the core of what we do; we expect our people to proactively solve customer problems and generate value throughout our entire supply chain. In doing so, we are able to create long-lasting mutually beneficial relationships with all stakeholders.

➤ **All That We Do**

We understand our actions have a far-reaching-impact and strive to be socially responsible. At Apollo, we must 'go the extra mile' for all of our stakeholders; employees, customers, suppliers and the environment. By doing so, we create a sustainable future for all.



More than adhesives

