



## ETHOS, CORE VALUES AND STANDARDS

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*Kingfisher Rubber & Plastics has a well-earned reputation for excellence in the Rubber & Plastics Industry.*

*Our Ethos, Values and Standards are at the core of our commitment.*

*We ensure our employees are capable, agile, and adaptable across the company.*

Kingfisher Rubber & Plastics Ethos is our spirit and attitude that is necessary to pull together as a team to deliver our services no matter what the challenge is. Effective and consistent leadership throughout the company is crucial to maintaining our ethos. Every member of staff has the duty and ability no matter what their position and has a moral responsibility to live by our core values.

### INTEGRITY

**Honesty** is integral to Kingfisher Rubber & Plastics. Dishonesty or breaches of trust show a lack of integrity and calls into question an individual's reliability. Dishonesty damages team cohesion and trust and can impact on the company output.

**Moral Courage** is about doing the Right thing even if it is unpopular and personal cost might be high. Maintaining High personal values and high standards of decency and behaviour will earn the respect of others and builds trust.

### EXCELLENCE

**Discipline** enables us to achieve more than we might normally expect of ourselves and it is vital to success. It must be enforced when necessary. Discipline must be upheld in all employees and must display high levels of self-discipline.

Each member of staff has the personal responsibility to themselves and the company to achieve and maintain high levels of personal and **professional standards**. Every effort is to be taken to stay in good mental and physical health.

### RESPECT

Employees are urged to encourage an environment of high personal standards, teamwork and professionalism are key to developing **self-respect** in those around them. Employees with self-respect have high personal standards and behave in ways that bring credit to themselves their team, and the company.

Respect for others is essential throughout the company. We must value the **mutual respect** of everyone regardless of their race, religion, gender, sexual orientation, social background, or any other characteristics. Employees are to maintain the highest standards of decency and justice towards people, whatever their circumstances.

**Humility**. Irrespective of position, every person you engage with has the right to be treated as an equal. All employees must aim to be modest, genuine, and reasonable with others, respecting their right to hold different views and opinions.

**We aim to uphold our reputation and standards through individual excellence, great teamwork and continued success and effective leadership. Trust is earned by demonstrating professional competence and personal integrity.**

