

MISSION STATEMENT

WE WANT TO BE THE FIRST CHOICE SUPPLIER OF CHEMICALS WORLDWIDE.

To offer chemicals at international standards of quality and customer service.

- To constantly innovate through research and development and remain a successful, aggressive yet ethical competitor in our core competencies - Water Treatment and related services.
- To offer customized cost-effective, prompt solutions of high value to our loyal customers.
- To constantly strive to make our work environment for our employees one that is invigorating and result-oriented, which appreciates and rewards their valuable contributions.

BUSINESS VALUES

- Our customers' interest always comes first. A satisfied customer brings success.

Our abiding assets are our people and our reputation for committed service.

Quality above quantity. We are determined to excel in what we undertake. To be the best rather than the biggest.

To be creative and innovative in finding better, cost-effective solutions to customers' problems.

To source the best person for every job so that our service earns us a 'best company' reputation.

To offer our people an opportunity for high growth by rewarding their performance and contribution to the company's success.

To foster solid teamwork knowing it produces the best results.

- To be big enough to undertake any huge project our customers may require without losing sight of details that prove our loyalty and quality service.
- To anticipate the future needs of our customers and rapidly respond with new services.
- In our highly competitive business we will aggressively try to expand our customer base without stooping to unethical business practices.

At the heart of our business is integrity and honesty. We expect our people to live their personal lives and work to high ethical standards always.

ENVIRONMENTAL POLICY

- To comply with and excel the statutory limits and norms of pollution prevention and control.
- To conserve water and energy resources and minimize waste.
- To use the best technology and systems for continuous prevention of pollution.
- To create awareness of Environmental issues among our employees and suppliers.

QUALITY POLICY

“ We will continuously strive to improve our products and services to satisfy our customer’s needs. Our aim is to respond to our customer’s ever-changing requirements in the most cost-effective manner and achieve long-term success through customer satisfaction.”

In pursuance to our [Quality Policy](#) we shall:

Continue to achieve consistent and dependable performance in the quality of our products and services.

Respond promptly to meet our customers’ requirements efficiently and effectively.