

Company Values

BORGERS AG



What is important to us

Since its foundation in 1866 BORGERS has mostly been a supplier to the automotive industry, although at that time it was fitting coaches with wadding. At the same time, Borgers is actually one of the oldest recycling companies, as already then company founder Johann Borgers used shredded fibres in manufacturing, i.e. raw material obtained from second-hand textiles and leftovers from the clothing industry. This experience is of advantage to the customers producing worldwide who are supplied with thermally and acoustically efficient components of textile and foamed materials for the engine, passenger and luggage compartments as well as the vehicle exterior. Today Borgers is known as a flexible and reliable development and system supplier of luggage compartment trims, floor carpet systems, exterior (outer wheel arch liners and undershields), package trays, headliners, insulations as well as consoles and trims. As a result of our competitiveness in all fields we are leading in the market. Due to the continuous extension of our technological abilities our engineering sector led by Herbert Olbrich GmbH & Co. KG, which was founded by Herbert Olbrich and Werner Borgers (senior) in 1949, has developed into a leading system supplier of innovative machines and lines for the automotive industry as well as for the production of web materials, e. g. wallpapers, floor coverings, film and technical textiles.

It goes without saying that we continuously work on improving our products, processes and services. This is the only way of profitable growth, making a profit and thus securing the existence of our company. As an owner-managed family enterprise in the fifth generation we feel a natural responsibility for our employees and their families, our partners and society.

Our structure as an owner-managed family business is very important as regards strategy and operation. It has empirically been proven that in the long run family businesses are more successful than companies with a different structure. This has been confirmed by the development of the Borgers Group. As regards Borgers, the special culture of a family business has considerable, positive influence on the

dedication to performance and the motivation of our employees, i.e. on the source of success. Regarding the owners, continuity and relationship of the family guaranteed growth and survival of our company in times of crisis, too. Furthermore it guarantees a sustaining and long-lasting development.

Now as before we as a family business first of all have one aim: The satisfaction of our customers.

The basis for achieving this goal is our company values, which are the basis of our actions and which at the same time stand for their own aims to be reached – values we want to be judged by. They can be described by the following adjectives:

reliable, sustainable, people oriented, committed and innovative.

Borgers is ...

... reliable

We are reliable partners both internally and externally. We consequently keep arrangements, irrespective of topic and person. This creates confidence and success. This reliability is the basis of our actions. This also means that we are already very careful when making agreements – there are no empty promises and uncertainties.

Our customers can rely on our keeping commitments and on our supplying services in the quality and at the point of time promised. The same applies to the cooperation with our suppliers and to all other external contacts.

Our customers' confidence is essential to us. To achieve that our customers are satisfied, the quality of our products and services takes top priority. We consider quality to be the total of all properties and features of our products and services which fulfil fixed, presumed or agreed demands. Our customers are entitled to good quality. For this reason we aim at 100 % quality and perfection without any compromise. We do not accept a "That'll do". In all we do, perfection is our top priority, even if it can never be completely reached.

Our colleagues and employees are internal customers and partners who for their own work depend on their own, personal reliability regarding dates and contents. We give them the same reliability and care as our external business partners. All internal processes required for making our products and supplying our services are considered as a supplier-customer relationship. External customer satisfaction can only be achieved if we satisfy our respective "internal customers".

We have cooperative relationships for mutual benefit with our suppliers. Here, too, customer requirements are the yardstick of quality thinking. We expect our suppliers as well as contractual partners working on our premises to respect our company's policy and to keep environmental regulations and standards.

... sustainable

Our thinking and behaviour is directed to long-lasting and overall benefit. We preserve and increase the resources which are the basis of our existence – with regard to our company and to the whole of society: People and environment.

The survival of our company is guaranteed by motivated employees who are dedicated to performance and who continuously develop on a business and personal level as well as by long-term, value-based management. A sensible, binding action framework offers a safe basis and the required freedom for successfully fulfilling tasks at the same time.

We are aware that long-lasting success – especially in the automotive industry – is only possible with a healthy environment because the natural resources are the basis of life for all of us. Thus, preserving these resources is a leitmotif – for our day-to-day work as well as for the development of new products and processes. The development and production of innovative light-weight components with a high proportion of recycled raw materials, which often grow back, are a considerable contribution of our company to preserving resources.

... people oriented

All of our activities and success are based on human relations and mutual respect.

This means that we show mutual regard and respect and address the personal and social needs when we are working together at Borgers, too. Our communication in the company as well as with third parties is formed by mutual respect, trust-creating openness and honesty.

The special cohesion in our family business becomes evident by the availability of every single person, regardless of his position in the hierarchical structure. This also applies in particular to solving problems and dealing with misunderstandings and conflicts. There is no hiding or delaying, but we have personal discussions to achieve constructive resolutions.

Outwardly oriented, it is this conduct which ensures a long-lasting personal relationship of our customers and external partners with our company.

... committed

Our initiative and our dedication to commitment do not end when an objective has been achieved. We rather participate proactively in the sense of our customers and of the company: We submit improvement and optimization proposals even if they do not refer to the respective task and push decisions ahead (“dig deeper”).

We take courage in quickly and flexibly making decisions in difficult situations, in carrying them out and supporting them. Acting decisively we do not lose time. This finds expression in an extensive feeling of responsibility of each one of us which does not only refer to company-related topics, but also to every other aspect of our day-to-day cooperation. Every single person contributes to customer satisfaction and to the company result by his commitment.

... innovative

Innovation and continuous improvement of our products and development performance are decisive conditions of competition. We are continuously working at the improvement of our performance.

It is not only decades of experience, but also open-mindedness, willingness to make changes and unrestricted thinking about new ways which are the key for our success in a dynamic environment. Regarding our products this means continuous development of existing concepts and the development of new solutions for fulfilling changed requirements and opening new areas of application for the sake of our customers.

The processes in all areas of our company are subject to regular controls and continuous optimization in order to secure efficiency and accuracy. The wish of continuous learning and improvement is based on the ability to deal with criticism and to question one's own performance. Decisions taken have to be regularly checked.

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