

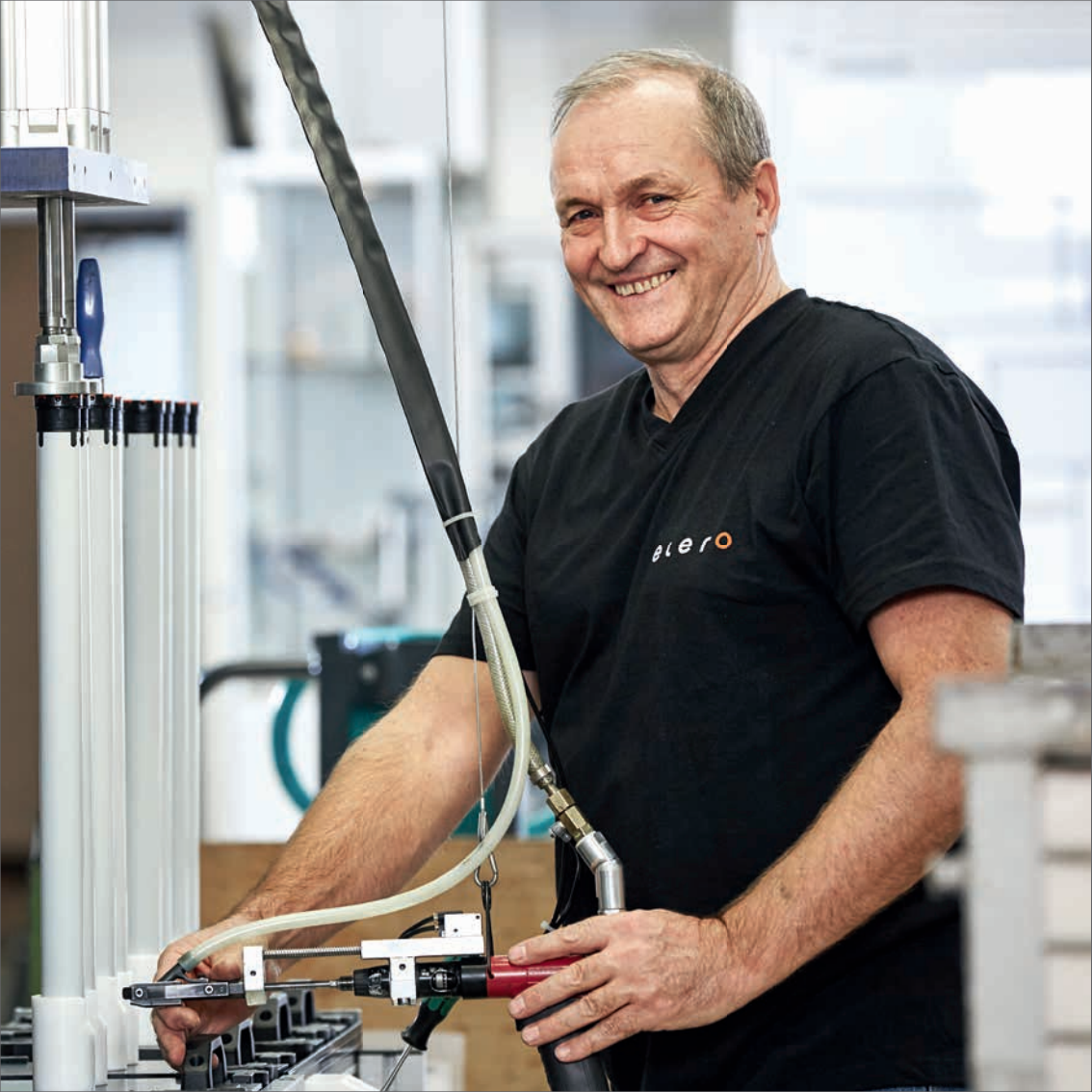


# Our mission statement



elero is a **leading global brand** in the field of **drives and controls** for intelligent, sustainable building automation and industrial applications.

elero stands for products of the **highest quality** “**Made in Germany**”. We orient ourselves to the needs of our customers. We fulfil their desire for reliability, individualised solutions, service and economic efficiency.



# Our employees

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... their knowledge and skills mean a lot to us.  
We make it possible for our employees to reconcile their family lives and professional lives, ensuring they remain healthy and highly productive.

We attach significance to the training and professional development of our employees, fostering them through specific, enduring measures. The people at elero identify with the company, are motivated and enthusiastic. This creates the basis for new ideas and constant improvement.



# Our values

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... are lived out and respected day for day. Our dealings with one another are **open, fair and responsible**. We inform one another in a constructive, structured manner.

We regard positive interaction with cultural differences as an enriching factor and the foundation for our international success.







# Trust

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... is the basis for collaboration in the company and with our business partners. Thus we create optimum solutions. We communicate **actively and competently**.

Openly dealing with problems leads to the necessary improvements. Decisions are taken on the basis of all standpoints and in coordination with all involved. The **consistent implementation of agreed objectives** secures the financial independence and continuity of elero.



# Improvement

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... is the objective of our learning organisation and is a constant process. We observe ourselves, anchoring **stable, non-wasteful flows**.

Through the specific deployment of contemporary methods and tools these flows are constantly being improved. Training and knowledge transfer are an important component in our activities.



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