

OUR MISSION:

Sustainable business development, driven by elaboration and implementation of innovative green chemistry technologies that are globally competitive aiming at environmental protection and social responsibility.

OUR VISION:

To become a vertically integrated Holding, that is financially stable, recognized as the leading innovative partner at Tires and Rubber market, and a reliable supplier of wood-derived chemicals through governance by an experienced management team with the highest standards, successful use of growth opportunities, and well-developed global network of manufacturing facilities and service providing companies.

OUR PRINCIPLES:

Management System:

- Focus on implementation of the Vision based on lessons learned and existing opportunities; convert opportunities into strengths;
- Maintain a sustainable balance of interests of all stakeholders;
- Leadership and teamwork;
- Personal fulfillment of each team member;
- Continuous improvement of the management system, processes, and products, discovery of new opportunities.

Quality:

- Customer satisfaction is the top priority;
- Improve quality through technical revamp, introduction of advanced technologies, development, and implementation of optimization programs, improving manufacturing, financial and business performance;
- Monitor consumer market together with competitive positioning to raise awareness with customers and to exceed their expectations;
- Involve all personnel of the Holding into quality creation and assurance;
- Develop with each employee the sense of responsibility for quality and customer satisfaction;
- Integrate all personnel into development, information and training processes.

Environment Protection:

- Monitor and assess environmental risks, work continuously on their reduction;
- Comply with environmental regulations;
- Reduce the environmental impact by accident-free operation of the equipment;
- Reduce pollution by implementing advanced eco-friendly technologies;
- Give priority to preventive actions when it comes to environmental safety;
- Ensure openness and transparency of environment protection activities of the Company;
- Maintain and expand environment protection cooperation with national and local lawmakers and executive bodies;
- Constantly sensitize contractors working for the Company, or at its facilities, about compliance with all legal provisions and internal requirements.

Occupational Health and Safety:

- Identify hazards, assess risks and successfully implement hazard prevention and risk management procedures for Company and contractor personnel;
- Maintain training, skill enhancement and awareness of the personnel concerning occupational health, safety, and environment protection matters;
- Implement modern technologies that offer high safety level;
- Prepare and deploy comprehensive measures preventing work accidents, and professional diseases;
- Comply with the applicable regulations concerning occupational health and safety;
- Maintain an environment that promotes awareness and involvement of personnel when it comes to occupational health and safety.

The top management of the Company assumes responsibility for implementation of this Quality, Occupational Health, Safety and Environment Protection Policy, successful performance of the Integrated Management System, with particular attention to understanding its basic principles by each employee of the Company.