

## Mission and Vision

### Our mission is clear

**We will become the world leader in energy efficient systems for buildings.**

### Our vision



**Tony Robson, CEO Knauf Insulation**

“Our generation has a once-in-a-lifetime **opportunity**, a challenge, we must not let it pass. The world is facing an environmental crisis that threatens how we live our lives, and the lives of our children. We have a duty to act. Energy has never been a hotter discussion topic. The **cheapest and cleanest energy is saved energy**, and it is available now.

**40% of the world's energy is used in buildings** and **insulation** has been proven time and time again as **the most effective method**, both practically and economically that can substantially reduce that.

**We can, and must, become the world leader in energy efficient systems for buildings.** In doing so we will have a radical impact on the world's supply of energy and create a **sustainable legacy for our children.**

If we achieve our goal, if we work together to face this challenge head on, then the world will be a better place. This is our opportunity, **this is our chance to make a difference.** What we do today, and tomorrow, will be remembered 50 years from now. **This is our time.**”

### Our values drive our actions

#### Customer focused

We know that our success will be built upon being **close to our customers** and **understanding their true needs**; always staying a **step ahead of our competitors.**

The sum total of who we are, what we do and how we do it will make us invaluable to those we work with.

#### Entrepreneurial

We have a strong **'make it happen' attitude**; encouraging our people to be hands-on and to make **quick and bold decisions.** We are intuitive in our approach and are **driven to succeed.** We stretch our people by **giving them opportunities** they would only get with our company and give them the confidence and freedom to take them.

#### Open

We foster an open work environment where challenging but supporting each other are fundamental elements; we believe that our culture of fairness and trust are cornerstones of our success and key to our future.

#### Committed

We do good things for the communities in which we work as well as for the environment in which we live. We work hard but we enjoy doing it. Taking pride and having pleasure in our work is part of who we are and what makes us get out of bed in the morning.

### International

[www.knaufinsulation.com](http://www.knaufinsulation.com)  
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