

CORE VALUES

OUR CORE PURPOSE

Creating the *joy of the well-made thing* by making tools that give great satisfaction.

OUR GOAL

To be the most trusted and admired company in Public and Industrial Safety industries, and the standard against which all other companies are measured.



INTEGRITY

Striving to be deserving of everyone's trust so they know they can rely on us.

OWNERSHIP

Taking responsibility for our actions, good or bad, so no one else has to.

CREATIVITY

Using our imagination to continually improve ourselves, our business and our products.

WOW

Unexpected actions so amazing you want everyone to know about it.

FUN

Life is short so enjoy what you're doing while you're doing it.