

# Brand Pillars



*We are...*

## Champions of Productivity

- We believe that healthy people and buildings lead to efficient and productive organizations
- We enhance organizational productivity through appropriate processes, products and services
- We provide labor reducing tools and equipment that increase productivity
- We provide education and training to help customers understand how to become more productive
- We integrate and leverage technology to improve efficiency

## Solutions Providers

- We provide innovative solutions for customers' needs and business challenges
- We provide meaningful services that help customers keep their businesses up and running
- We offer a broad product assortment with the best brands in the industry
- Our products, equipment and services help reduce resources and materials consumed
- We support customers with technical expertise
- We offer convenience in ordering, procurement, account management and delivery options

## Customer Centric

- We delight customers by exceeding their expectations
- We go the extra mile and are responsive to the needs and requests of customers
- We make it easy to do business with us
- We are genuine and sincere in our care for customers and their businesses
- We always act in the best interest of customers, and are grateful for every opportunity to partner with them

## Business Partners

- We consider our vendors, staff and customers to be strategic partners, and respect them accordingly
- We intentionally nurture deep and lasting relationships
- We understand our customers' industries and specific business challenges
- We are proud of, and uphold, the reputation we have earned for honesty and integrity in business
- We stand behind our products, services, and Our Word