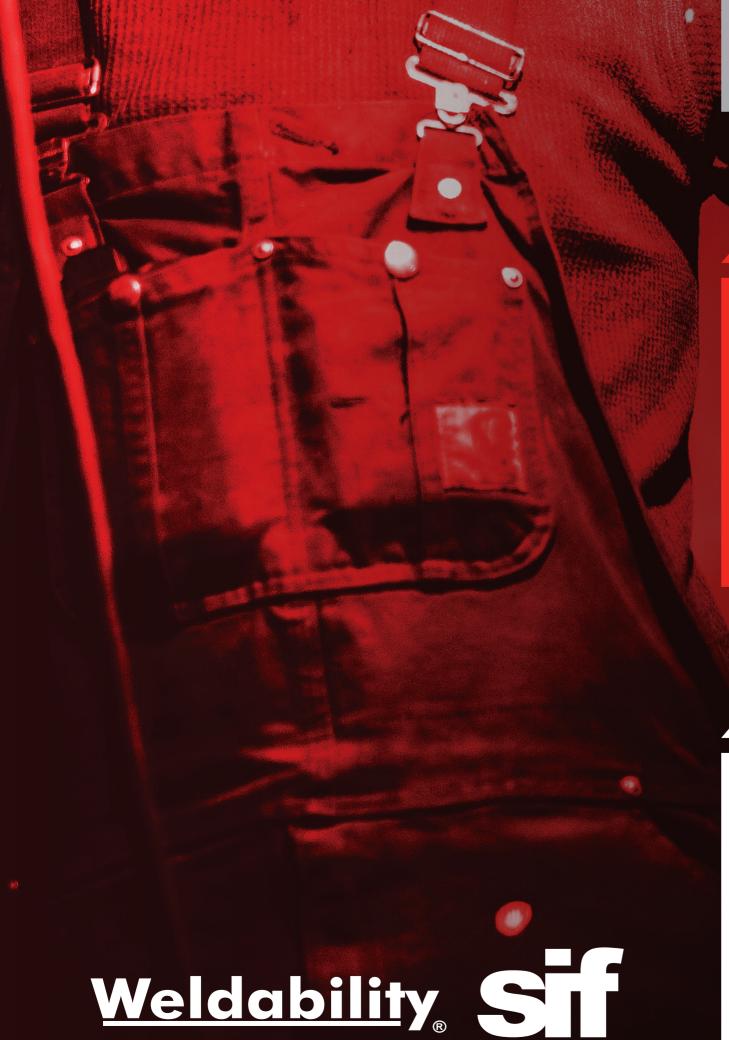
## 2025 Vision

Improving quality and skills in metal fusion for the next generation.

## Our mission

With our customers and our people at the core of our business we're committed to improving the quality of welding skills and capabilities across the industry.



## **Our values**

Our values reflect who we are and what we stand for:

- People centric
- Customer excellence first
- Frictionless customer experience
- Passionate about what we do
- One team

## Our goals

- Breakthrough culture & pathway for everyone
- Progressive product offerings
- Effortless global supply chain
- Sustainable in approach
- Reducing the UK welding skills gap
- Deliver customer excellence