



SUSTAINABLE  
PACKAGING  
SOLUTIONS

about it

 **ROVEMA**

Passion for packaging

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“We change ROVEMA with a new culture and an adapted product portfolio. As champion for packaging machines we offer our clients efficient solutions for sustainable packaging.”

Jens Torkel, CEO ROVEMA GmbH

“Our corporate values and our culture are the pillars of our company. Based on these fundamental values we want to continuously improve and grow sustainably – in a fair and open environment.”

Ralf Buch, CFO ROVEMA GmbH

# ROVEMA Values and Core Behaviors

## **What sets us apart**

ROVEMA GmbH has been a successful supplier for packaging machinery for more than 60 years. Since end of 2018, ROVEMA belongs to Franz Haniel & Cie. GmbH.

Our corporate culture is characterized by common values and core behaviors. They are prerequisites for our future success and give us space for a high degree of creative will and willingness to change. With all this dynamism, firmly anchored principles ensure that we remain in balance:

The ROVEMA Values serve as a basis for us, they define who we are.

The ROVEMA Core Behaviors give us the guidelines for our daily business – they define our way of working.

# Our values

## Honesty

### We say what we think.

Being sincere and honest in all of our words and actions is essential to us. That includes openly communicating our ongoing processes and decisions as well as our beliefs and opinions even if they are inconvenient.

## Integrity

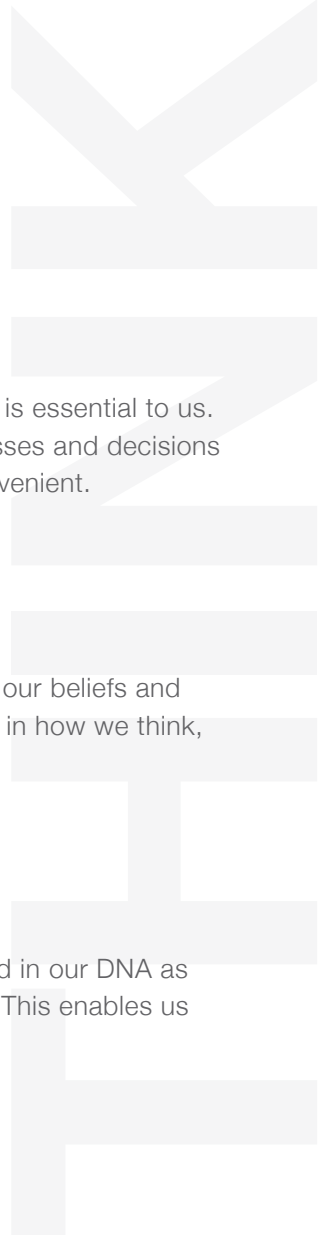
### We do what we believe in.

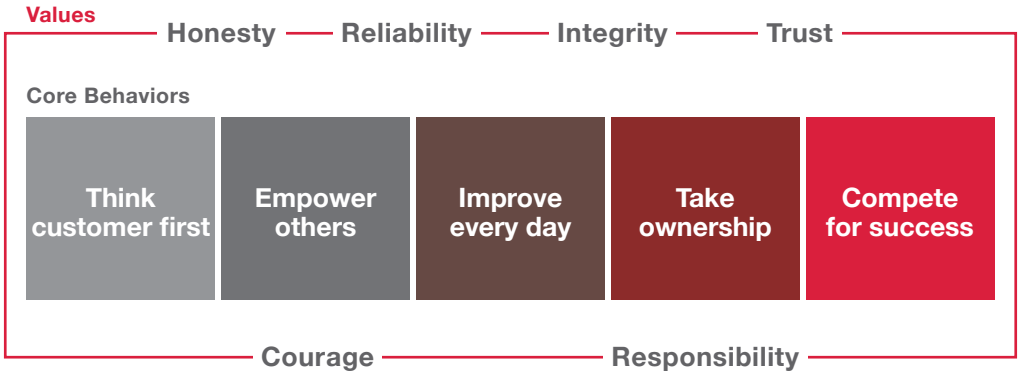
At ROVEMA, we have always been deeply committed to our beliefs and virtues and keep living them throughout our organization in how we think, communicate and behave.

## Courage

### We take paths we are convinced of.

Taking courage to make difficult decisions is incorporated in our DNA as we see new ways and ideas as promising opportunities. This enables us to grow and adapt to changing circumstances.





### Reliability

**We do what we say.**

We are convinced of our own strengths and competences with everything we do enabling us to meet our customers' demands and high standards. This makes us a business partner to rely on.

### Trust

**We rely on our partners.**

Trust is the fundament of all our relations that make ROVEMA what it is. We therefore confide in our colleagues, leaders and business partners and respect their decisions.

### Responsibility

**We want to move what moves people.**

We are mindful of our own actions and their consequences on corporate, local and global level. Based on that we take actions for people, planet and progress by promoting sustainable business models now and in the future.



# Think customer first

We make it easy to do business with us.  
Our customers are the center of everything we do.

## Behavioral examples:

### You ...

- ▶ You align all our processes and offered products to the real customer needs.
- ▶ You seek to understand our end markets, customers and their businesses.
- ▶ You look at how something is possible, rather than what is not possible.
- ▶ You build partnerships and long-term relationships as a trusted partner.

### You never ...

- ▶ You never detain our customers with in-house bureaucracy or unclear responsibilities.
- ▶ You never just meet the customer's expectations – you are searching for the “plus”.



positive

**More than the past I am interested in the future,  
because that's where I intend to spend the rest  
of my life.**

(Albert Einstein)

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# Empower others

We engage our employees through open feedback, collaboration, transparency and teamwork.

## Behavioral examples:

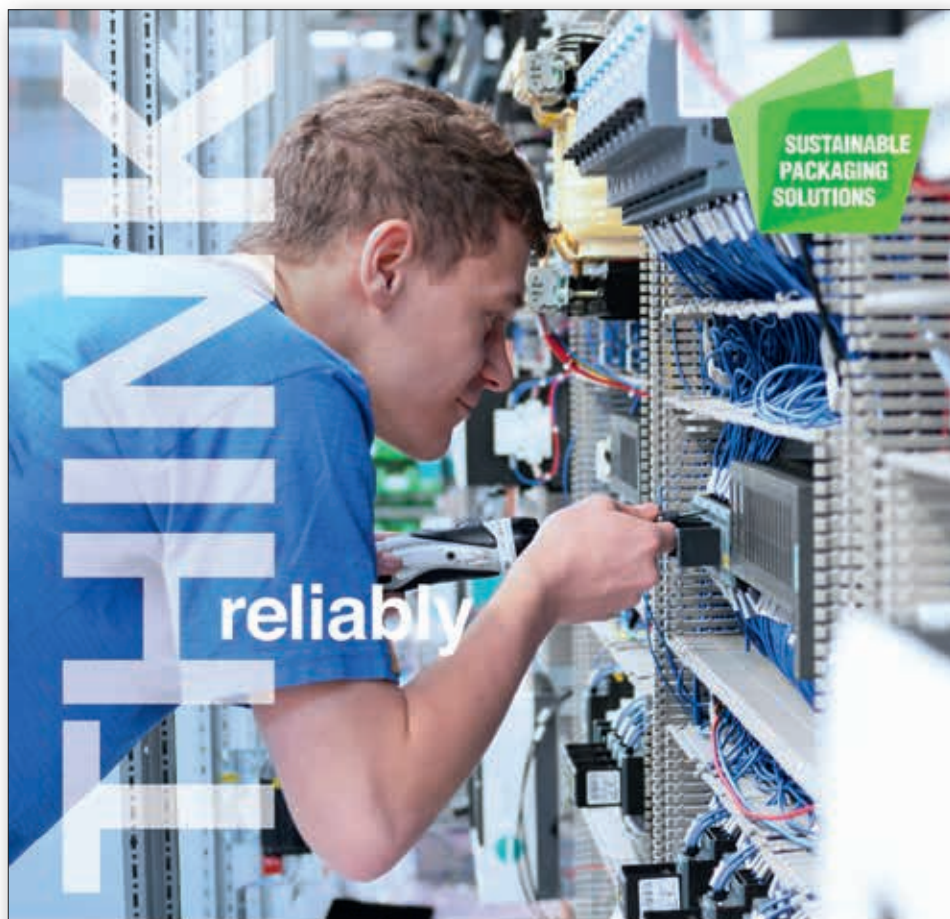
### You ...

- ▶ You share relevant information openly with all relevant stakeholders across divisions, units and functions.
- ▶ You proactively provide and ask for open and honest feedback.
- ▶ You trust your colleagues, rely on their capabilities, skills and networks.
- ▶ You create a diverse and inclusive workplace, where everybody's opinion is valued, irrespective of their background.

### You never ...

- ▶ You never think in silos.
- ▶ You never put hierarchy before result.
- ▶ You never only care about your own success.





**Clever minds and ideas need reliable people,  
otherwise it won't work.**

(author unknown)



# Improve every day

We challenge the status quo and quickly embrace change.  
We keep it simple and impactful.

## Behavioral examples:

### You ...

- ▶ You challenge current thinking when appropriate, and suggest better approaches.
- ▶ You are curious and eager to learn; you take ownership for your own development.
- ▶ You work on your own failures, accept those of others and promote early learning experiences („fail fast – learn fast“).
- ▶ You strive to be more efficient by minimizing complexity; you take time to simplify.

### You never ...

- ▶ You never use up energy by seeking the guilty party.
- ▶ You never waste time without finding better solutions.
- ▶ You never wait for the 100%-solution
- ▶ You start now and get better and better.



**Inventing means less than having a new idea,  
rather giving up an old idea.**

(Edwin Herbert Land)

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# Take ownership

We are accountable for our targets and always deliver on our commitments.

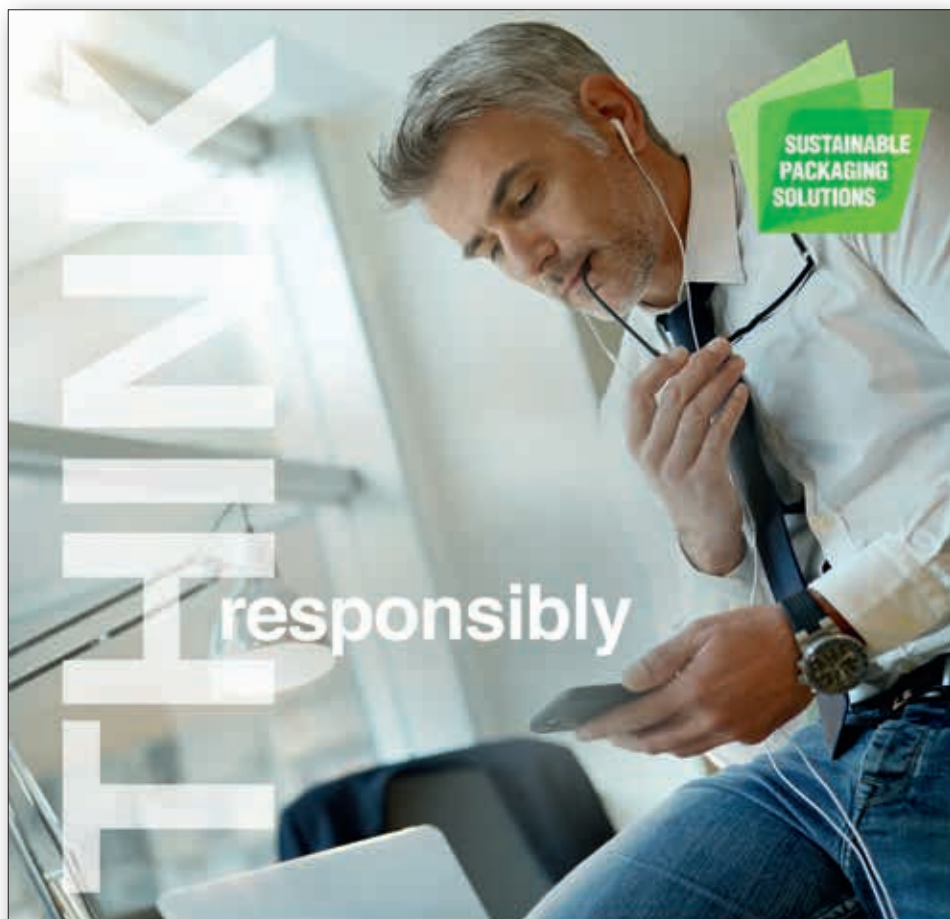
## Behavioral examples:

### You ...

- ▶ You live what you say.
- ▶ You take full ownership of your tasks and keep personal commitments.
- ▶ You are accountable for all your actions and results: positive or negative.

### You never ...

- ▶ You never make exceptions to our beliefs.
- ▶ You never try to cover up your mistakes.
- ▶ You never give careless promises.



**It is not only for what we do that we are held responsible, but also for what we do not do.**

(Molière)

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# Compete for success

We are determined to win with a clear drive to reach our goals.  
We have the courage to make difficult decisions.

## Behavioral examples:

### You ...

- ▶ You foster an environment where performance is valued and rewarded.
- ▶ You have the courage to take decisions in an increasingly uncertain and changing environment.
- ▶ You show backbone when there are difficulties.
- ▶ You can be persistent and challenge ideas, if required.

### You never ...

- ▶ You never shy away from increasing our effort if there are obstacles.
- ▶ You never tolerate poor performance over long time.
- ▶ You never hide behind guidelines and rules.



**Fear is the corrective that tells us: up to here and no further. Just because I'm scared I need courage. And only when the two are in balance can I start.**

(Reinhold Messner)

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**I guess somehow everyone who has the ambition  
to create something and not break it deserves  
respect.**

(Kurt Cobain)

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