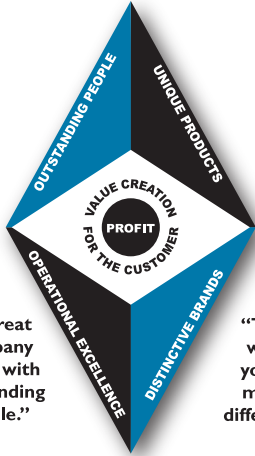


FLAMBEAU'S FOUR-FACET STRATEGIC PLATFORM



"A great company starts with outstanding people."

"This is where you can make a difference."

Shaping The Products Of Tomorrow...In Plastic®

FLAMBEAU'S FOUR-FACET STRATEGIC PLATFORM

1. OUTSTANDING PEOPLE

Flambeau recognizes our people are our most important resource for providing enduring and meaningful value to our customers. We seek and reward top performing people who are proud, love their work and will apply creativity, energy, and action in ways that associates and customers will appreciate and remember.

2. DISTINCTIVE BRANDS

Flambeau's reputation and identity is built on a collection of experiences, communications, and exchanges we have with our customers and publics. We have spent years building relationships that set us apart from others. Everything we do needs to reinforce and support the trust and faith placed in our name, and we must always be mindful of performing in ways that exceed our promises made and expectations built.

3. UNIQUE PRODUCTS

Flambeau strives to develop and deliver products that are recognized as top quality and different and better in design and function. Our products are the physical expression of value our customers pay for. It is our challenge to create a continual flow of new products to add to our established lines and deliver them on time, every time.

4. OPERATIONAL EXCELLENCE

Flambeau requires we service and support all people, processes, equipment, and facilities in ways that are appropriate for fulfilling our strategy and completing our tasks at hand. We know there is no room in a competitive world for sub-par performance, and we look to make our way every day by seeking to apply better ways to get our jobs done and continually improve.

FLAMBEAU'S VALUES



Family



Integrity



Leadership



Teamwork



Knowledge



Excellence

FLAMBEAU'S VISION

"We bring plastic to life by developing and delivering innovative value to our customers through our people, brands and products."

FAMILY

Do What's Right



Good, strong families are the means through which responsible, caring, and thoughtful individuals are developed. The family is the most valuable institution in our society. Taking care of family and taking care of business go hand in hand. **Do what's right.**

"As the family goes, so goes the nation and so goes the whole world in which we live."
—Pope John Paul II (1920-2005)

"You don't choose your family. They are God's gift to you, as you are to them."
—Desmond Tutu (1931-present)

INTEGRITY

Be True To Yourself And Others



We revere truth and practice open and complete disclosure. We adhere to high ethical standards, report objectively, encourage disclosure of bad and good news, and welcome disagreement. We respect all people and treat others as we would like them to treat us. **Be true to yourself and others.**

"Integrity is that internal compass and rudder that directs your where you should go when everything around you is pulling you in a different direction."
—Tony Dungy (1955-present)

"A man cannot be comfortable without his own approval."
—Mark Twain (1835-1910)

"Our names are labels, plainly printed on the bottled essence of our past behavior."
—Logan Pearsall Smith (1865-1946)

LEADERSHIP

Step Up. Raise The Bar.



Leaders inspire, coach and challenge others to rise up to greater levels of performance. We want people to step forward and provide guidance and support to others for us to progress. Sometimes the most difficult aspect of leadership is knowing when to follow. Anyone can be a leader—why not you? **Step up. Raise the bar.**

"We earn the right to lead by having served."
—Plato (428-347 BC)

"Everything can be taken from a man but one thing: the last of the human freedoms—to choose one's attitude in any given set of circumstances, to choose one's own way."
—Victor Frankl (1905-1997)

TEAMWORK

In Each Other We Trust



Our company is a network of accomplished, skilled people, each with a necessary role. Each of us has a job to do that others count on to get done. When we each do our part effectively together to the best of our abilities, we create the greatest chance for success. **In each other we trust.**

"Remember upon the conduct of each depends the fate of all."
—Alexander the Great (356-323 BC)

"Coming together is a beginning. Keeping together is progress. Working together is success."
—Henry Ford (1863-1947)

KNOWLEDGE

Get The Gears In Motion



The world is constantly changing. We need to learn new skills and develop new capabilities in order to meet new customer interests and beat our competition. To do so we need to continually challenge ourselves and question, improve and innovate our products and processes. **Get the gears in motion.**

"Man's mind, stretched to the limits of a new idea, never goes back to its original dimensions."
—Oliver Wendell Holmes, Jr. (1862-1932)

"There are no constraints on the human mind, no walls around the human spirit, no barriers to our progress except those we ourselves erect."
—Ronald Reagan (1911-2004)

EXCELLENCE

Do Your Best And Have Fun



We want engaged people who will achieve superior performance, seek improvement, be proud, and enjoy their work. We must have high expectations of ourselves and of each other and hold ourselves accountable accordingly. We may never achieve "excellence," but the sincere, ongoing pursuit may well provide for our future. **Do your best and have fun.**

"The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor."
—Vince Lombardi (1913-1970)

"We are what we repeatedly do. Excellence, then, is a habit, not an act."
—Aristotle (384-322 BC)