

OUR CORE VALUES

- 1) Sell only what the client actually needs.
- 2) To redo a job, that may have any defect even if the customer may not notice it or may be not be bothered with.
- 3) To use energy-saving components.
- 4) To use environmentally friendly materials and emphasize recycling.
- 5) Not to get involved in companies whose products may pollute the environment or morality of society.
- 6) To use locally available materials and resources as far as possible.
- 7) The value of all clients is intrinsically valuable, and their value does not diminish because a client has lesser resources.
- 8) To change the culture of signage and branding through innovation, passion, and creativity along with the use of modern technology.
- 9) Integrity, professionalism, and moral ethics must be part of working system in business.
- 10) Money making should not be the primary target as money making is the ultimate end result.
- 11) Be accountable as and when required.
- 12) In the most unforeseen situation where a job cannot be delivered as promised though due to reasons beyond our control, then client must be notified and an alternate solution to be offered which is possible feasible and amicable.
- 13) Our top priority must be customers bottom line
- 14) Not to underestimate any customer based on their self-presentation and personality.

Sign
Industries LTD

