



billerbeck

SCHLAFKULTUR SEIT 1921

CORPORATE PHILOSOPHY

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OUR COMPANY

WHO ARE WE?

We are an independent, traditional production and retail company in the bedding and mattress segment. We are market leaders in Germany, Austria, Switzerland and Hungary. Our strong billerbeck and Dauny brands assure our place as a first class partner for our customers. billerbeck has production sites in Germany, Switzerland and Hungary.

WHAT DO WE MAKE?

We produce duvets, pillows and mattresses. We complement this core business with an appropriate range of retail products. We see ourselves as an integrated and quality-orientated company with a closed service chain (research and development, production, distribution, logistics, marketing, service). We believe sustainable customer relationships can only be achieved through total quality assurance for all services and products as well as continual development. Our customers are the focus of our planning and implementation. Our in-house «Sleep and Health» foundation releases its findings for use in billerbeck product development and manufacture.

WHAT IS OUR FUTURE DIRECTION?

Our aim is to expand our position as market leaders in Germany, Austria, Switzerland and Hungary to become the most competent supplier of high quality bedding for our global customers.

HOW DO WE ACHIEVE OUR GOALS?

We increase our leading position in the German, Swiss, Austrian and Hungarian bedding markets through targeted market activities. In the remaining markets we seek growth by building up business relationships with selected partners.

Our strong billerbeck and Dauny brands form the cornerstone for our success and are continually expanded. We are constantly developing both brands and we understand how to use them as a central tool to guarantee the company's success even in export markets.

We achieve additional added value through the creation of underbrands.

We open up new distribution channels without losing existing key customers. We make targeted use of synergies (including those independent of billerbeck). We invest in aspiring, profitable business segments and withdraw our investments from unprofitable segments.

OUR VALUES

ECONOMIC EFFICIENCY: A PREREQUISITE FOR FURTHER DEVELOPMENT.

We regard the pursuit of profitability as a prerequisite for healthy and sustainable company development and growth.

We wish to provide our owners with a dividend commensurate with expectations while rewarding our employees with a profit-linked bonus.

We expect cost-conscious behaviour at all levels and in all matters.

PERSONAL, SOCIAL AND ECONOMIC SAFETY: WE TAKE RESPONSIBILITY FOR A POSITIVE SOCIAL AND ECONOMIC ENVIRONMENT.

Our workplaces take ergonomics, health and safety into account. We guarantee economic security through a healthy and responsible business base. We promote respect among our employees and include them in daily business affairs.

INNOVATIVE PLANNING AND IMPLEMENTATION: WE ARE CONTINUALLY AT THE FOREFRONT OF THE COMPETITION.

We work creatively in a team to turn innovative ideas into reality. We consider sleeping habits and our customers' needs systematically and apply the results of our findings to the products we develop. We also work with external partners in this area.

We use modern technology to produce customer-orientated goods in an environmentally responsible way. We are the quickest and most flexible company in the market.

We are uncompromisingly orientated towards our customers.

We solve our customers problems.

We have the highest innovative potential.

We contribute justifiable additional services and added value benefits.

The services we offer include supplementary customer benefits.

INTERNAL WORKING ENVIRONMENT: BY PROMOTING PERSONAL RESPONSIBILITY AND OWN INITIATIVE WE WORK PROFITABLY TOGETHER.

Employees are encouraged to think and act above and beyond their own individual area. We view personal responsibility and initiative as a cornerstone for entrepreneurial planning and implementation. Technical and social expertise facilitate daily task and conflict management both within the team and the company as a whole.

COMMUNICATION/TRANSPARENCY: WE ARE OPEN IN OUR COMMUNICATION.

We strive to maintain optimum transparency through mutual information sharing with customers and suppliers. Constructive dialogue with our employees promotes team spirit and motivates everyone to give of their best at all times.



QUALITY:
GOOD WORK PRODUCES GOOD QUALITY.

Our goods are produced using carefully selected materials. Continual optimisation of production processes and conditions ensure end products of the highest quality.

ETHICS:
WE ACTIVELY SUPPORT TRADE BASED UPON ETHICAL VALUES.

Esteem, respect and recognition towards others are in the forefront. We show appreciation at all levels. billerbeck takes a neutral stance towards religion, geographical origin and ideology.

DEVELOPMENT AND CARE OF RESOURCES:

We make careful use of our resources.

OUR WORKING RELATIONSHIPS

OUR EMPLOYEES:
A COOPERATIVE WORKING ATMOSPHERE RESULTS IN GOOD QUALITY.

We aim to have the most professional and motivated employees.

Employee progression and development on a regular and targeted basis guarantees the continuation of our high quality standards. House events strengthen team spirit and consolidate a sense of community.

We support an integrated management by objective system, autonomy and personal responsibility through cooperative leadership and agreed targets.

OUR CUSTOMERS:
CUSTOMER SATISFACTION DEFINES OUR SUCCESS.

We create profitable market advantages for our customers with high quality and innovative products. We are a capable partner with above average performance and active relationship management at all levels. Customers have confidence in billerbeck.

OUR ENVIRONMENT:
WE ARE AWARE OF THE SIGNIFICANCE OF ENVIRONMENTALLY RESPONSIBLE ACTIONS.

We incorporate recognised environmental guidelines into the planning, production and distribution of our products. We ensure that these predetermined standards are maintained, along with our external partners.

OUR SUPPLIERS:
OUR PARTNERSHIPS ARE BASED ON THE WIN-WIN PRINCIPLE.

We communicate in good time, openly, clearly and honestly. Close cooperation with our suppliers plays an important role in leading to successful, innovative, high-quality products. We expect the best possible prices, satisfactory product and process quality and information regarding the current state of the procurement market from our suppliers.

We place a high value on declared materials and products with an ecologically and ethically sound provenance.

OUR CREDO

BILLERBECK:
A GOOD DAY BEGINS AT NIGHT.

The main aesthesia of our values and actions can only be explained by the high value of our sleep. Relaxed sleep is a prerequisite for greater quality of life.



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A GOOD DAY BEGINS AT NIGHT

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