



VALUE BOOK

FOREWORD

Dear All,

As an employee of VTI, you are a vital part of a strong and engaged professional community, and the values of this community are reflected in this value book.

VTI is defined first and foremost by proud employees who exude professionalism and sound judgement in all that we do and represent. This pride and good judgement make the company an exceptional place to be a part of – both for employees, colleagues, customers, and partners.

Our identity and culture must reflect our pride and our desire to be a company with visionary dreams for the future –and a company that sees you and your professionalism as a critical link in every success the company achieves. This value book will therefore be an essential tool in your everyday work.

The value book tells the story of what VTI represents and our vision, mission, and values – it lays down our fundamental DNA and shared goals as a company.

The value book has been drawn up across the entire organisation, so the shared goal and vision it sets represent our many different competencies and ambitions. I am very proud of what we have achieved together, and I look forward to a bright and prosperous future with you all.


Enjoy the read!

Jacob Wernberg.





**WHAT WE ARE LIKE
HOW WE WORK AND
HOW WE LOOK**



**HOW WE MAKE A DIFFERENCE
FOR OUR CUSTOMERS,
FOR OUR PARTNERS AND
FOR EACH OTHER.**



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What our customers glimpse
is a proud and professional company
which puts its stronger-together
ethos at the heart of all
VTI does and represents.

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STRONGER TOGETHER

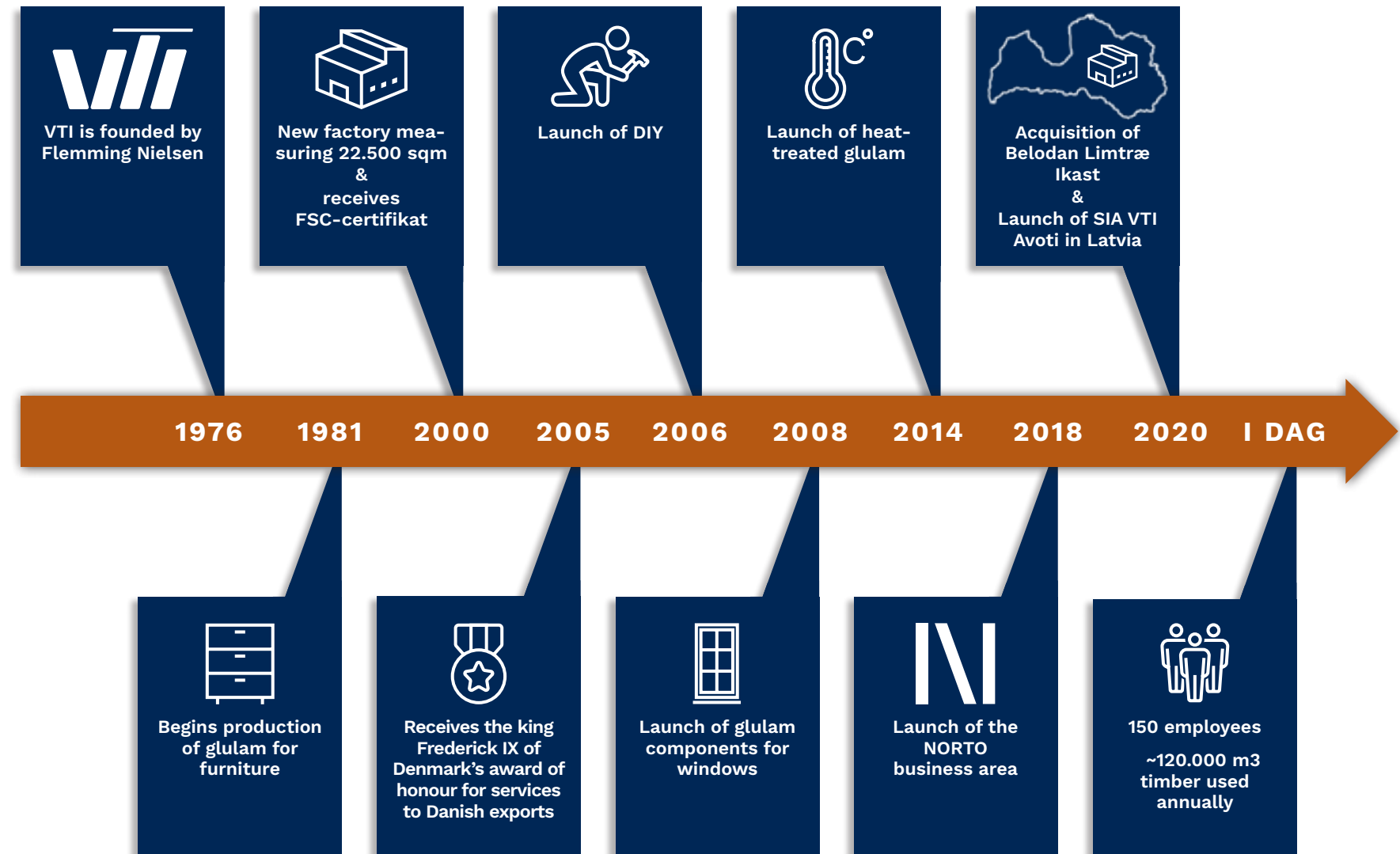
We are stronger together here at VTI. In our local area. With our customers and partners.
And inside this value book.

For within this book, the VTI logo and our new narratives combine in order to
provide VTI with a stronger brand that will resonate all throughout Europe.

Just as stronger together is at the core of both our products and our internal and external culture here at VTI.

This value book shall become a foundation for the VTI story going forward, underpinning the enormous
sense of pride and professionalism that we radiate here at the VTI.

OUR HISTORY







STRONGER TOGETHER

Stronger together is the very essence of VTI.

It is the very thing that makes glulam so advantageous which inspires our stronger-together message.

Glulam products have better strength properties than solid pinewood because the adhesive makes it stronger.

Externally, stronger together is a solid message for VTI to communicate to our customers and suppliers.

There is great strength in these two words, and a cohesive versatility which means they can be used in everything from presentations to marketing. These are the two words which are to summarise VTI and which signal our identity to external partners.

Internally, stronger together conjures up an image of the employee culture which we want to be guiding here at VTI in the retention of our position as one of Europe's leading glulam producers.

All employees are important, and VTI is much stronger when we show cooperation and team spirit.



OUR CORE NARRATIVE AT VTI

Our core narrative forms the basis for how we communicate in all directions. It leads the way for employees at VTI.

Our core narrative is a concentrate – which delivers a taste of our story and our message on the website, in advertisements, in brochures and anywhere else where we need to put VTI into words.

We express ourselves in different ways, all depending on context.
But everything we say and write leads back to our core narrative:

STRONGER TOGETHER

VTI is more than just a panel.

VTI is a proud and locally anchored company whose core competency is the production of glulam for use in furniture, windows, doors, stairs and for DIY projects. Glulam has been the essence of VTI for more than 40 years and has made us one of Europe's leading glulam producers.

Our knowledge in the field has been essential in the development of glulam products – with the proper use of raw materials, an effective production process and the right quality for our customers ensuring results we can feel proud of.

This pride permeates everything here at VTI and we are dedicated, honest and professional in all areas of our work, always delivering on what we promise we will do. Our word is our word. We know the importance of reliability and we always deliver on time.

At the same time, we are also proud when we see the talent of our ambitious employees develop, and when our customers, partners and employees recognise VTI as an attractive company to be a part of.

And we are proud when our agility and market navigation combine to help us reach yet greater heights, securing us both growth and development. This is due both to an impressive agility in production but also to a foresight which succeeds in strengthening the organisation and bringing on board the competencies required.

Together, we really are stronger. This goes both for the adhesive in our glulam, which ensures unparalleled strength, but also for the team spirit that is shared by our employees and which places VTI before the individual. Our social foundation is built on the celebration of common successes and mutual motivation with energy and spirit.

That we are stronger together is evident not just in our relationship with our customers, but also in how we pride ourselves on the right relationships and view each order not as a one-off, but as a long-term and solid partnership. We are a house of knowledge that ensures our customers and partners can always access the right advice.

Ultimately this means our customers get much more than just a glulam product. They get a small chunk of a proud and professional company, which puts its stronger-together ethos at the heart of all we do and represent.



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System

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VISION

With pride and expertise, VTI shall enable its partners to create strong and fundamental products through respect for nature and people all over the world.



MISSION

Dedication and knowledge shall ensure the right quality on time, each and ever time, so that VTI can build long, solid and valuable partnerships.

WORK MANTRA

How we bring our vision, mission
and core narrative to life





WE ACT PROFESSIONALLY

In all that we do!

We strive to be professional both towards each other and towards our customers and our partners.

Professionalism is a value both externally and internally.

If we all do our best to act professionally, then together we can present VTI as both professional and attractive – not just to the world around us, but to our present and future employees as well.



WE CREATE VALUABLE RELATIONSHIPS

We say what we mean and we deliver on what we promise. This applies internally, but in particular when it comes to our customers and partners for whom security of supply is of the highest importance. We are not just a supplier, but also a partner and a house of knowledge which provides the right advice and maintains enduring, solid and valuable relationships.



WE EMANATE PRIDE

We take pride in knowing our stuff.

This pride builds upon the dedication, professionalism and honest integrity that we display in our daily work.

We are proud of our talents, our hardworking employees and the way in which our knowledge and craft translate into finished products for our customers. We are proud to be one of the best in Europe.



WE CULTIVATE DIVERSITY

Diversity is an important parameter at VTI and something which helps us develop both personally and professionally each day. We are all experts and highly dedicated within our areas, and the different skills we possess combine into one great asset for the company as a whole. We feel like one single VTI where there is space for difference, trust and development.



WE DISPLAY AGILITY

All employees are problem solvers, and this is one of the fundamental reasons why VTI is currently among the best in Europe.

We strengthen the organisation through the right competencies, securing the agility the market demands today and in the future. We know how to chart our course, and even if changes in the market may give rise to uncertainty, the goodwill and the expertise of our employees always brings us back on track.





HENCE OUR LOGO

The VTI logo reflects the process of modernisation and internationalisation that the company's brand and identity is and has been undergoing.

In its design and appearance, our logo represents panels and lamellas – the core components of our production. The familiar, blue base colour of the logo is enduring and signals that our solid and fundamental DNA at VTI is being carried on into the future.

