

Our Core Values

1) Innovation & Continuous Improvement

We continuously pursue innovation, embracing R&D and product development with curiosity and enthusiasm to improve. We perform our work with joy for the satisfaction of our stakeholders, completing every task in a planned and systematic manner while prioritizing the needs of our region and country.

2) Respect, Diversity & Team Spirit

We are respectful of different cultures and perspectives, and we act as solution-oriented, innovative, reliable, and tolerant team players.

3) Fairness, Transparency & Development-Oriented Leadership

We are leaders who value the development of our teams and ensure that talents are utilized effectively. We reward success, promote equality and transparency, respect effort, and support a social and enjoyable work environment.

4) Ethics & Customer Orientation

Customer loyalty depends on our ability to provide customized solutions without compromising our ethical principles, to create competitive advantages for our customers, and to ensure the continuity of our cooperation.

5) Sustainability & Social Responsibility

Our core value is to raise social awareness about all natural resources — with priority given to water — focusing on improving the quality of life for future generations and protecting a sustainable environment.

6) Quality Excellence

With the principle of “right the first time,” full compliance with international standards, and a data-driven continuous improvement (Kaizen) culture, our core value is to produce reliable, traceable quality that exceeds customer expectations in all products and processes.

