



# This is Fogmaker



# We are Fogmaker

Fogmaker is a value-driven company. With this we mean that our values determine how we work, and help us make decisions. The values provide a common vision and create a sense of community. Our shared values make Fogmaker unique!

We have produced the following words that embody the values within the company: *Expertise, Commitment, and Integrity.*

In this leaflet we will summarise what the words mean to us and give examples of concrete actions.

At Fogmaker, we always strive to uphold these value-driven concepts in our day-to-day work. Our products and offer may change over time, but our values will remain the same.



We have a high level of expertise that we are constantly developing and improving.



We are honest and trustworthy in all our business operations.



We are committed to our business operations, our customers and to society.



## CONCRETE ACTIONS



### EXPERTISE

**WE:**

**...develop our expertise**

by sharing experiences and promoting creativity.

We work in a structured manner in our continued effort to achieve expected results.

We demonstrate technical and social skills in our relations

**I:**

If I am uncertain, I search out facts.



### COMMITMENT

**...see problems as opportunities**  
and learn and grow from them.

We listen to our customers and solve their problems.

We aim to be a good role model in society and in the world around us.

I take an active role in my daily work and in my contribution to the company's development.



### INTEGRITY

**...show respect for both each other and our customers.**

We support each other through clear communication, encouragement and feedback.

We believe that trust is something you earn.

I assume responsibility for my work by always doing my best.

**FOGMAKER**  
INTERNATIONAL AB

**”Think  
outside  
the box”**

Fogmaker.com



## **THIS IS WHAT WE STAND FOR:**

**EXPERTISE** - We set a high level of expertise, and we are constantly developing and improving.

**COMMITMENT** - We are committed to our business operations, our customers, each other, and society.

**INTEGRITY** - We are honest and trustworthy in all our business operations.