

The STEINEL guiding principle





We are inventors.

Being an inventor is an attitude, a way of looking at things differently. It's about creating something new, and not just improving what we know. In other words, we have to get away from what we're used to, strike new paths, follow them undeterred and with perseverance, and always strive to find better solutions.



We give our all to make the products (simply) great for our customers.

The particular advantage of a product must be clear and easily recognisable – for everyone who holds the (end) product in their hands, uses it, or processes it further. We want to make an impact in every regard, so that our customers and their customers are really impressed.

**When we do it, we make
sure we do it right.**

We move things forward with passion and enthusiasm, and don't just settle for the status quo. In all areas of our company, we always give our best and only stop when we're really convinced by the results.





Our design freedom is what makes us special.

We understand our work as a key part of our lives. We work independently and use our design freedom responsibly and with imagination. We look for challenges and explore new and also unusual horizons. We always work for the good of the entire company.



We find solutions together.

The best solution is crucial, no matter who came up with it. We actively compromise with other areas within the company, even if it isn't always easy to do so. We work with each other and not against each other – in terms of our company as well as our customers.

A photograph showing the silhouettes of two people on a rocky shore at sunset. One person is bent over, and the other is standing and reaching out to help them. The background is a bright, hazy sky with clouds, and the sun is low on the horizon, creating a strong backlight effect.

We are respectful, honest and helpful.

We respect our colleagues and fellow human beings, and treat them as we would like to be treated ourselves. It makes no difference which country they are from, which language they speak, which skin colour or religion they have. We are open and honest when working with colleagues or external parties, and we also don't withhold any inconvenient truths. We're happy to help, even if the tasks are new and challenging.



Our customers love our services and the STEINEL brand.

At STEINEL, our brand creates trust: in our services and products, in our staff, in our company. Our vision is that we are part of forward-thinking solutions, that we develop and produce with and for our customers. This is why we all work hard to ensure that our customers value us, our services, and our brand – and that they even become our fans.