

# DAMON INDUSTRIES' VISION

The mission of Damon Industries is to be a people-oriented organization. Our employees come first as the customer of management. They will treat our customers as well as we treat them. Human potential is our greatest resource and should be treated as such.

We will become the major player in the Chemical Specialty field in the Midwest, known for our quality, innovation and customer service. We will achieve this through a corporate-wide program of Continuous Quality Improvement.

We will operate to profit all involved with our endeavor. To profit means more than just to make a profit. Customers, suppliers, our community, employees, managers, officers, and owners should all have a better quality of life in every way due to our association with them.

We will continually innovate, expand and increase our market area and our market share. We will always offer more value-added service than any other supplier. We will do our job as if we were the customer providing products and services for themselves. We will make ourselves so indispensable that our customers cannot envision doing business without us.

# DAMON INDUSTRIES, INC. AT YOUR SERVICE...

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