

Corporate Mission Statement  
for the Zeppelin Industrial Division



Dear Colleagues, Valued Clients,  
Esteemed Partners and Suppliers,

**This booklet lays out the Corporate Mission Statement for Zeppelin Industrial Division and its subsidiaries, defines the goals of the corporation and describes the guiding principles that form the foundation of our business.**

Our mission statement is intended as a guideline for our employees, whatever their role, but especially while acting for the benefit of our clients.

When making decisions and taking actions on behalf of the company, all our employees are requested to strictly follow these corporate values.

In the same way, all our employees are encouraged to ask their colleagues and superiors to honour these corporate values and also to apply them in the selection of our partners and suppliers.

The Leadership Principles, also provided here, define the behaviour expected of our management in relation to all their employees. They are the basis for a continuous, trusting and productive cooperation.

Clearly, it is essential for all Zeppelin employees to act responsibly if we are to be successful in this global and difficult business environment. The management of the Zeppelin Industrial Division, as well as the management of our subsidiaries, will therefore expect all employees to follow these guidelines, which have been developed in a joint effort by the management team.

The successful implementation and continuous adoption of this corporate mission will judge the success of our whole organisation.

Friedrichshafen, January 2006

The management of the Zeppelin Industrial Division

Peter Gerstmann



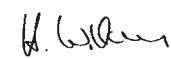
Wolfgang Horn



Michael Baumgärtner



Dr. Harald Wilms



Rochus Hofmann



## Corporate Mission Statements

**We design and supply high quality plants for storing, conveying, dosing, weighing, cleaning and blending of bulk solids on a global basis.**

- Our market success is based on leadership in technology and excellence in quality.
- Our core competence is the engineering and manufacturing of tailor-made turn- key systems, silos and components to meet the specific requirements of our clients.
- While honouring our corporate values and our customer-care, we will strive for a profit margin above the industrial standard. By doing so we secure our independent market position.
- In the best interest of our clients, we strive for continuous growth and continuous development of our products and markets.
- We achieve a leading market position in our core business fields.
- Qualified, motivated and performance-driven employees are the most important factor for our business.
- We recognise the importance of health, safety, and environmental protection as an integral part of our activities.



## Corporate Principles

**Flexibility and drive for success are required to meet our corporate objectives. We must demonstrate this attitude continuously to our clients, colleagues, employees and supervisors.**

- **Motivation and skills**

We can only meet our objectives with motivation and skills. To develop and improve these strengths is not only a question of leadership, but also of self-esteem.

- **Cost consciousness**

We trust every employee to use our assets and financial resources responsibly. We therefore request everyone to treat our assets as if they were their own property. Cost consciousness is required to maintain that trust and build a confident relationship.

- **Customer-Care**

Our activities focus solely on our clients. It is our responsibility to make our clients more successful. All our activities are therefore undertaken with customer-care at the forefront of our minds.

- **Integrated quality approach**

We strive for customer satisfaction through our integrated quality approach. For us quality doesn't mean only perfect products, it is the standard for our whole corporate performance.

- **Cooperative and performance-driven leadership**

Our management has the special responsibility to lead in accordance with our corporate principles and also ask others to perform likewise. Leadership is therefore both cooperative and performance-driven.

- **Teamwork and global networking**

We strive for customer satisfaction through our integrated quality approach. For us quality doesn't mean only perfect products, it is the standard for our whole corporate performance.

- **Integrated quality approach**

Only by working as a team - locally, nationally and internationally - can we develop our maximum strength and achieve our goals. By teamwork and global networking we can be sure that our clients benefit from Zeppelin's slogan: „All the experts under one global roof“.

- **Social and ecological responsibility**

In all our activities we take responsibility for the sustainable development of our social and ecological environment. Our performance is driven by putting the safety of all our partners and employees at top priority.



## Leadership principles

- **Leadership by model**

We expect our managers to fulfill the mission, to live by the goals and company guidelines and to explain those objectives to their employees. Responsible managers set examples and demonstrate the benefits of our guidelines. We demand that our employees follow the corporate rules.

- **Leadership by goals**

We set goals in order to achieve the budgeted results. The annual definition of goals for the company, the divisions, and the individual positions is a must for all managers and forms the basis for their achievement-driven bonus.

- **Leadership by delegation of tasks and responsibility**

We support personal initiative as well as the entrepreneurial thoughts and actions of employees by generating a suitable environment through delegation of responsibility, tasks and competence.

- **Leadership by information and communication**

We inform our employees regularly and comprehensively about goals, plans, and corporate data, to keep them up-to-date with situations, explain decisions and make them transparent. We support the power of innovation within the company by exchange of knowledge and experience, by accepting substantiated criticism and by recognising proposals for improvement. We show a positive attitude towards mistakes by considering them as opportunity for continuous improvement.



- **Leadership by partnership and cooperation**

Tolerance, fair-play, mutual respect, helpfulness and openness form the basis for our cooperation. This includes regular discussions with employees to acknowledge their achievements, but also to criticise any lack of performance. We reflect this cooperation and partnership through an individual, performance-driven salary system.

- **Leadership by support and development**

We set a high priority to the continuous education of our employees through specific training to meet individual needs. Competent and performance-minded employees are promoted into leading positions in our company and, by doing so, we develop loyalty and self-esteem.



## Product fields

**Zeppelin's industrial sector with its different business fields focuses strictly on the customers' requirements. All activities have one thing in common: The economical handling of high-quality bulk solids.**

- **Silo plants** for the Plastic Processing, Food and Chemical Industry, which are integrated in a logistical total concept. From the consultancy, the design up to the manufacturing, assembly and service.
- **Plant systems** for the Plastic Processing and Chemical Industry as well as for the Rubber and Tire Production.
- **Conveying technology components** for every operating range: for powder or pellets, for high or low pressures, for free or viscously flowing products, standard or special treatments.
- **Silogistics:** turn-key plants for plastic processors, engineering and forwarding companies. World-wide leading in the fields of planning and construction of logistics and producers' plants.
- **Quality service:** the Zeppelin Quality Service is a competent and flexible service partner for medium-sized and large companies in the field of quality management and quality inspection.

# ZEPPELIN®

All specialists under one roof

## The Zeppelin group of companies:

All specialists under one roof.

### **Zeppelin Silos & Systems GmbH**

Leutholdstr. 108  
88045 Friedrichshafen, Germany  
Phone: (+49) 75 41 20 2-02  
Fax: (+49) 75 41 20 2-491  
E-mail: [zentral.fn@zeppelin.com](mailto:zentral.fn@zeppelin.com)

### **Zeppelin Materials Handling GmbH**

Leutholdstr. 108  
88045 Friedrichshafen, Germany  
Phone: (+49) 75 41 20 2-02  
Fax: (+49) 75 41 20 2-581  
E-mail: [info.fn@zeppelin.com](mailto:info.fn@zeppelin.com)

### **Zeppelin Belgium N.V.**

Munsterenstraat 9  
3600 Genk, Belgium  
Phone: (+32) 89 62 94 00  
Fax: (+32) 89 61 18 31  
E-mail: [zeppelin.belgium@zeppelin.be](mailto:zeppelin.belgium@zeppelin.be)

### **Zeppelin Technology Far East Pte, Ltd.**

#18-06 Odeon Towers  
331 North Bridge Road  
Singapore 188720, Singapore  
Phone: (+65) 63 36 33 20  
Fax: (+65) 63 39 99 29  
E-mail: [buero@zeppelin-zfe.com.sg](mailto:buero@zeppelin-zfe.com.sg)

### **Zeppelin Systems USA, Inc.**

P.O. Box 40501  
Houston TX 77240-0501, USA  
Phone: (+1) 71 38 49 56 66  
Fax: (+1) 71 38 49 56 55  
E-mail: [zeppelin-usa@zeppelin-usa.com](mailto:zeppelin-usa@zeppelin-usa.com)

### **JMB Zeppelin Equipamentos Industriais Ltda.**

Rua João XXIII, N° 650  
CEP 09851-630 Jardim Nazareth  
São Bernardo do Campo, SP  
São Paulo, Brazil  
Phone: (+55) 11 43 93 94 00  
Fax: (+55) 11 43 92 23 33  
E-mail: [diretoria@jmbzeppelin.com.br](mailto:diretoria@jmbzeppelin.com.br)

### **Zeppelin Systems India Pvt Ltd.**

F411-414, Kailas Industrial Complex  
Godrej Park Site Off L.B.S. Marg  
Vikhroll (West), Mumbai – 400 079, India  
Phone: (+91) 22 25 18 16 14  
Fax: (+91) 22 55 97 49 05  
E-mail: [zeppelin@mtnl.net.in](mailto:zeppelin@mtnl.net.in)

### **Zeppelin Solid Technology (Beijing) Co., Ltd.**

111#, Parkview Center  
No. 5, Fangyuan West Road  
Chaoyang District  
Beijing 100016, China  
Phone: (+86) 10 64 32 48 59  
(+86) 10 64 32 48 69  
Fax: (+86) 10 64 32 48 29  
E-mail: [office@zeppelin-china.com](mailto:office@zeppelin-china.com)

### **Zeppelin Plast Tech S.r.l.**

Centro Direzionale „Summit“  
Palazzo „C“/Via Brescia  
20063 Cernusco sul Naviglio, Italy  
Phone: (+39) 02 92 10 69 05  
Fax: (+39) 02 92 10 42 19  
E-mail: [info@zeppelin-zi.it](mailto:info@zeppelin-zi.it)

