



For more than 16 years, **BG Reklam** has been providing full service in creating premium **POS (Point of Sale) solutions**, helping customers across Europe develop their ideas from concept to store.

We proactively listen to engage, providing a quality merchandising solution no matter where you are. Every single day, we strive to meet our brands' demands while staying committed to our ethical, environmental and social commitments. As a socially responsible company, we made promises to our key four stakeholders:

## We believe:

We must provide a thriving and secure working environment where innovation is encouraged, honesty is nurtured and **'doing the right thing'** is a basis of everything we do.

*...that's why we promise:*

To deliver highest quality products and services, tailored to client's needs. To help our clients stay at the forefront in their industry by offering innovative solutions derived from our cross-industry expertise. To keep open multiple channels of communication for client feedback, continuously improving to be the best at everything we do. To always stick to our commitments, whether it's deadlines or prices we've committed to. To source our raw materials from ethical suppliers.

To price our products and services fairly to deliver great value for money to clients, yet allowing for our sustainability targets to be met.

## We believe:

Every new process in our Company should support the **reduction of our non-recyclable waste**.

*...that's why we promise:*

To encourage our employees to dedicate a portion of their time to volunteering in their local community.

To eagerly share transferable business skills and knowledge with the students and the local entrepreneur community

To proactively involve local marginalised groups in our supplier chain.

To be continuously involved in socially responsible projects with a positive impact on the quality of life in the local community.



EMPLOYEES

*...that's why we promise:*

To treat our employees with utmost respect, opening channels of communication that nurture innovation and forward thinking at every level.

We will strive to provide working conditions and benefits that will make us the best place to work for everyone at BG Reklam. As an Equal Opportunities employer, we will treat everyone fairly regardless of any non job-related affiliation or characteristic. To abide by our Ethics Charter at every level in our Company.

To nurture the 'doing the right thing' culture that enables fact-based yet fast decisionmaking at every level.



CLIENTS

## We believe:

Our clients deserve outstanding **quality products and services**, inspired by our passion for **innovation**, delivered **on time and at a fair price**.

*...that's why we promise:*

To work towards zero waste processes in our manufacturing by 2020.

To aim to produce within a zero waste production cycle. To design for reusability

To continuously work on reducing our carbon footprint by optimising our production process and transportation capacities.



ENVIROMENT

## We believe:

We should **share our fortunes with the local community**, improving life for groups and individuals in **our surroundings**.



COMMUNITY