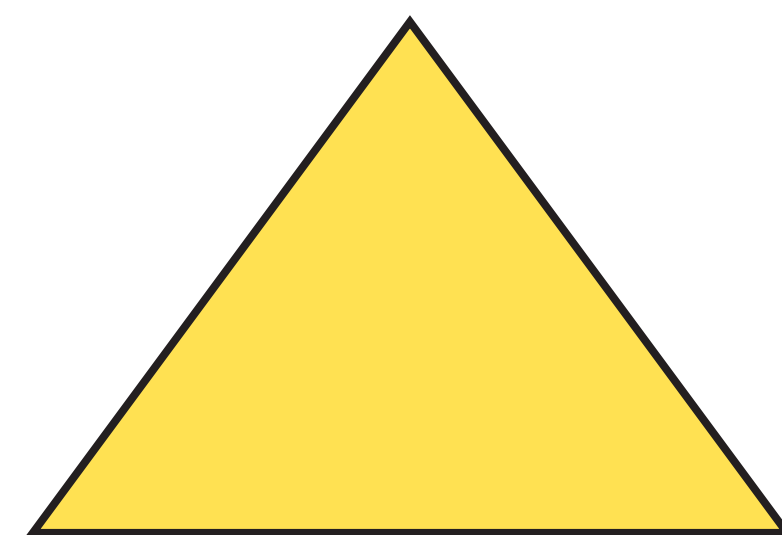




Pella® Windows & Doors Inc.



Values & Mission

Mission

- ☞ To Profitably Grow our Business by Exceeding Customer Expectations
- ☞ To be the Best Supplier – the Gold Standard - in the Construction Industry
- ☞ Building our Business by Earning the Trust and Repeat Business of our Customers
- ☞ Achieve our Mission through the Character, Quality and Commitment of our People

Values

- ☞ Sharing the Rewards of our Success
- ☞ Never Being Outworked and Always Going Beyond the Call of Duty
- ☞ Focus on Continuous Improvement and Raising the Bar of Performance
- ☞ A Team Environment based on Mutual Respect and the Highest Integrity
- ☞ Being Responsible and Accountable by Verifying that we Live Up to our Promises – No News is Bad News