



# The Flexible Roadmap

shifting

# GEARS

## Mission

Flexible Foam Products, Inc. will strive to be an industry leader in innovation, service and quality, while aggressively developing the markets within all product categories, maintaining comprehensive and complete customer satisfaction and enhancing profitability for all stakeholders.

## Responsibility

- People  
Employer of Choice
- Customers and Suppliers  
Meeting our customer and supplier needs
- Financial Responsibility  
Effective use of resources to create stakeholder\* value
- Citizenship  
Disciplined standards of social conduct and community responsibility and a responsibility to American Manufacturing
- Excellence & Innovation  
Commitment to continuous improvement

## Actions

- Efficiency & Profitability throughout the Supply Chain
- Safety & Environmentally Conscious
- Speed & Simplicity
- Innovation
- Quality
- Diversification
- Divisional Unity

## Accountability

*The Arrival...*

Fact Based – Data Driven with specific and measurable goals

### •Investment Direction Strategy

Return on Investment

### •People & Leadership Development

Positive trends within the working environment

### •Strategic Alliances

Supplier and Customer Partnerships

### •Diversity

Diversity within our work force profile; Diversity within our business profile

### •Safety & Environmental

Positive management of risk

### •Business Development

Key Metric Trends, Education, Innovation

## Objectives

*The Destination...*

Be the best

## Processes

*The Journey...*

Standardize best practices

Superior Execution

Doing Things Right  
Doing the Right Things

Creating Value through Customer Focus

- Investment Direction Strategy
- People & Leadership Development
- Strategic Sourcing
- Market Assessment

- Scope of Work
- Process Reliability
- Social Conduct
- Perspective
- Diversity
- Safety

\*Flexible Foam Stakeholders: Employees, Customers, Suppliers and Shareholders