

Bada AG corporate policy

Status: 06/2008



Bada AG develops, produces and sells high-quality compounds based on technical plastics, some of which are of a highly specialised nature. The production of plastic granulates featuring a wide gamut of properties and shades is tailored to customer requirements. We aim to furnish customers with the best possible support in the selection of materials for their high-quality parts and supply them with optimum products. We regard the diverse needs of our customers from widely ranging industries as a challenge and apply our know-how to satisfying all these requirements.

The high expectations of our customers and a market environment characterised by ever-increasing complexity demand maximum flexibility of us, both in the development of maximally customer-centric solutions and product design, delivery service and customer care. Enduring customer satisfaction can only be assured by maintaining the premium quality of our products. The future of our company is primarily determined by our ability to interpret and fully satisfy customer requirements.

Fully conscious of the fact that our industry has an impact on the environment, we consider it essential that environmental protection, avoidance of environmental impact and husbanding resources are an integral part of all our activities. Observance of all the prescribed statutory and other regulations forms our basis in this endeavour.

Achieving premium product quality, teamed with an environment-friendly mindset is firmly anchored in further fields of activity. Backdropped in particular by a raw materials market in the throes of transformation, partnership-based cooperation with our suppliers is a fundamental prerequisite for success. The strategic development of supplier relations and optimum raw material selection form a crucial leading edge that we aim to enjoy.

Prerequisite to achieving these ambitious goals is a qualified and committed workforce. We want to offer our employees a secure environment in which to develop their talents and, in turn serve the company. In our view, longstanding employee relations and an open, communicative working climate guarantee an innovative mindset and dealings. We want to implement the many good ideas of our employees to forge ahead in the future.

We are faced by continuous, stiff competition of international stature. We can only survive if we provide the shareholders of Bada AG with prospects for their investments and minimize risks. A secure financial base and profit-led strategy are therefore essential to assure healthy growth in the future and the necessary investments to ensure it.

The many principles and values underpinning our company requires a well-structured, flexible and successful organisation. The assurance that our strategy is realised is based on observance of the requirements of ISO/TS 16949, ISO 14001 and also the EMAS regulation. By implementing and continuously monitoring standard criteria we secure the basis for efficient and effective target-led action.

We want to take an active part in shaping our future and not simply be carried along on the tide of change. The continuous further development of our products, know-how, processes and our organisation underpin our success in tomorrow's world. In doing so, we employ continuous improvement methods. In our view, a company that is open to – and equipped for – improvement at anytime, is the prerequisite for seizing the opportunities offered by markets changing at an increasingly rapid pace.

Bühl, 09.06.2008



Andreas Schettler (Chairman)



Adrian Zanki (Technical Manager)



Michael Schmidt (Business Administration Manager)