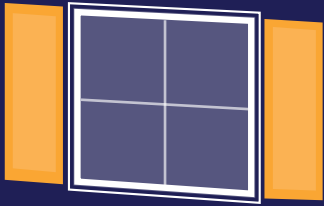


Associate Owners

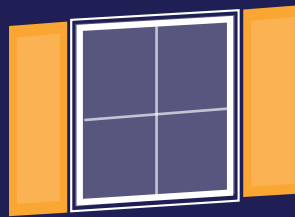


Core Customer

A business **leader** in the construction industry who **values** supplier **partnerships**, depends on the supplier's **expertise**, and relies on their **performance** to meet their **commitments**.

Quarterly & Annual Planning

ROCKS

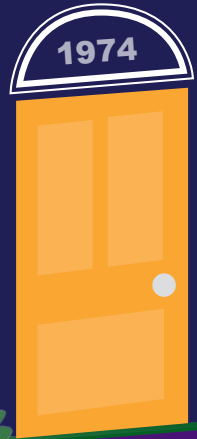


Brand Promise

You can **rely** on us to **support** you and your customers, **deliver** exceptional service, and **never pressure** you to buy something you don't need.

TASKS

Daily & Weekly Huddles



OUR BHAG:

\$200 by 12.31.31

Our 4 Core Values

We are **honest** and **loyal**

We continuously **learn** and **improve**

We **care**

We **do what it takes** to get things done

OUR PURPOSE

Great people helping build great things

EST.
1974



4 Core Values & Our Guiding Principles



We are
honest and
loyal



We
continuously
learn and
improve



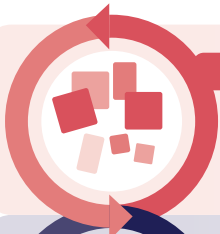
We
care



We do what
it takes
to get
things done

- 1.** We respect and appreciate all stakeholders: each other, customers, suppliers, and our industry.
- 2.** We value partnering with our stakeholders.
- 3.** We consider the long-term value of our customers, not just the profit or loss on a few transactions.
- 4.** We value open and honest communication.
- 5.** We consider how our actions impact other parts of the system.
- 6.** We believe that 94% of the problems, errors or mistakes are a result of the system and only 6% are attributable to an individual (Fundamental Attribution Error-Our 94/6 Rule).
- 7.** We make tough decisions in the interest of the entire Hallmark system.
- 8.** We coach for performance and growth, not to instill fear and reprimand.
- 9.** We encourage and support lifelong learning.
- 10.** We believe Professionalism is manifested in the way we dress, act, and communicate with stakeholders. Complaining about our direction or talking negatively about other associates, customers, suppliers, or competitors is not professional.
- 11.** We are responsible to work the hours we are paid, work on value-adding activities and follow the processes and tools that are part of our role.
- 12.** We support a work-life balance.
- 13.** We conduct ourselves with integrity, complying with all applicable agreements and laws.
- 14.** We judiciously use the resources of all stakeholders.
- 15.** We have a commitment to the safety and well-being of our associate owners.

Brand Promise Credo



INTERIORS BUSINESS UNIT

- We commit to paying attention to what is important to you and bringing you relevant information.
- We commit to promptly responding to your requests.
- We commit to partnering with you to find solutions that meet your needs.



EXTERIORS BUSINESS UNIT

- We commit to understanding your needs before using our knowledge and resources to offer you a solution.
- We care about your business and aim to make it easy to work with us.



CUSTOMER SERVICE

- Compassion: show compassion and be empathetic to the situation.
- Resolve: how/what are we doing to resolve the issue.
- Prevention: what can we do to prevent in the future.



WAREHOUSE

- To take exceptional care of Will Call customers providing them with quick and accurate orders
- To use established processes to ensure zero mis-shipments
- To have positive interactions with internal customers striving to accommodate every request



LOGISTICS/TRUCKING

- To communicate effectively and timely with customer when making deliveries
- To dress and act professionally at all times
- To go out of our way for customers to accommodate time and date delivery requests



MARKETING MANAGERS

- You can count on us to be actively responsive to your requests.
- We'll develop creative solutions for your projects while proactively considering the overall impact to the marketplace or the Hallmark system.



IT

- You can count on us to be knowledgeable, easy to reach, and to respond to your inquiries within 60 min.
- We commit to providing access to reliable innovative technologies.
- We will ensure there are systems and processes in place to secure our company data and infrastructure.



DESIGN

- You can rely on us to fulfill graphic design requests and anticipate needs for the company, for the associate, and for the customer.
- You can count on us to innovate with fresh designs, problem solving, and new technology.



HR

- We partner with all functional areas to maximize the full potential of our greatest asset – our associate owners. We are dedicated to recruiting top talent and fostering a supportive environment where values, development, rewards, and retention are prioritized. Through these efforts, we aim to build a workplace where every associate owner can thrive, succeed, and contribute meaningfully to the overall value of our organization.



FINANCE

- You can rely on us to support you by providing, timely communications and resolutions to your inquiries.