Grundfos's mission, vision and company values
Dear colleague

One of the main reasons why Grundfos is now one of the world’s most successful leading manufacturers of high-quality pumps is the high degree of independence and responsibility set by the founder of the Grundfos Group.

To this day, these principles and values are at the core of the Poul Due Jensen Foundation’s mission statement. And we continue to work according to the principles set down in this mission statement. The main purpose of the Foundation, which owns the Group, is to develop and further expand the Group, primarily by reinvesting the equity capital from our pump companies.

The Board of Directors of the Poul Due Jensen Foundation also has another goal: That the employees of the Grundfos Group thrive and are satisfied with their jobs. This is because it is important that people lead good lives as this contributes to their commitment and motivation which are vital to the Group’s continued growth and existence. As employees of the Group, we should feel that we are joint-owners of this success story and that we are involved in its continued development.

This leaflet is an attempt by Grundfos management to live up to that part of our responsibility which entails communicating what we want to achieve and what we believe in. That is, to explain and convey the visions we have, the values and basic attitudes which are important to us, and the business principles with which we work. And to communicate all this in a way that is understandable to everyone whose job is to translate these ideas into practical actions in their daily work.

We expect that you, as a colleague and employee, are loyal to these attitudes and values and that you work for our mutual goals, strategies and action plans. We also expect that you are responsible, take the initiative and that you help your colleagues to succeed ... and finally that you make your contribution to change and improvements.

It is obvious that no one can live up to these expectations unless they know what they are - and understand and accept the attitudes, values and strategies upon which the Grundfos Group is built.

I therefore hope that you will find the contents of this leaflet easy to understand and worthwhile. I also hope that you will come forward with your ideas and criticism if you discover something which you feel does not properly express the way we think things should be.

Niels Due Jensen
Group President
Grundfos is one of the world's leading pump manufacturers.

It is our mission - the basis of our existence - to successfully develop, produce and sell high-quality pumps and pumping systems world-wide, contributing to a better quality of life and a healthy environment.
Our vision - the future we are striving for - is that:

- Our customers acknowledge us as the leading producer and partner when it comes to high-quality pumps - both in terms of performance and the environment.

- Our employees thrive and demonstrate their satisfaction because their jobs and working conditions provide them with great opportunities for professional and personal growth and development. In addition, their satisfaction stems from a good work environment that takes the individual's wishes and qualifications into consideration.

- The rest of society recognises and regards Grundfos with respect as a result of our responsible conduct in relation to the laws of our society, the principles of democracy, local traditions and the environment - as well as our relations to the people whose lives and circumstances we touch.
Sustainable development is a key concept at Grundfos. It is vital that our pumps demonstrate respect for the environment, especially in terms of energy consumption and use of materials.

It is also vital to create and maintain a healthy and safe work environment so that Grundfos remains an attractive workplace for present and future competent employees.

Finally, it is vital that our production facilities are organised so that they place as little strain as possible on our surroundings and the environment. In general, we will do everything possible to distance ourselves from the "buy and throw away" mentality.

The overall goal is that when this generation delivers Planet Earth to the next generation, it should be a cleaner and more energising place than the place which we inherited.
Our actions affect the lives of many people, on a daily basis. These include our 10,000 employees all over the world - as well as the many millions of people who have their water supplied and waste water removed by Grundfos pumps.

In principle, Grundfos will do business with customers all over the world because we believe that our products meet the most basic, fundamental needs of humanity. Respect for human rights, however, is an important issue. Consequently we will always observe and respect any sanctions that the world community and the United Nations impose on individual nations for not respecting democratic and human rights.

Regarding our own employees, we will strive to treat them as we would treat family members and good friends. Our employees are not just resources like machinery, buildings and capital. Our employees are people - human beings - with ideas, a sense of commitment, needs, desires, a sense of responsibility, skills and competences and - sometimes - problems.

When people put forth ideas, wishes and needs, we will listen. When we meet a sense of commitment, responsibility and skills, we will provide opportunities. When we discover problems, we will offer help - to the extent that the workplace is able to help solve or lessen the problem.

We will do business with due respect to proper business procedures and ethical behaviour.
Grundfos is an international Group with a global mindset. The Group has production facilities and sells pumps in every corner of the world. We already have sales and service companies in most of the world’s most important pump markets. And we wish to continue to increase our presence in new markets.

We have organised ourselves in this way for two reasons: Firstly, because there is a need for high-quality pumps all over the world - and secondly because the need for consultancy service and service in general differs from country to country. That is why we also customise our solutions to meet local requirements. Moreover, we have established ourselves all over the world because we believe that it is impossible to operate and manage a global organisation from one centralised point.

We focus on regional production facilities and a local set-up because we want to demonstrate our respect for local values, culture, ways of doing business and social conditions.

We cannot accomplish this by forcing Danish culture on all our companies in other countries - or on their communities. We can only do so by giving maximum freedom to the local people. And we do this in every situation by respecting both international and local standards, regulations and legislation wherever we operate.
To deserve the recognition and respect that we seek, we must do more than do things properly; we must show what we do.

This means that people must find us to be a credible and trustworthy company. That is why we must have an active information policy and systematically tell the relevant interest groups what we do, and what we are thinking of doing - and why.

We must also be an active and responsible participant in the public debate.

At all times, we strive to act according to the principle that our employees always come first. We will never communicate something to the outside world before our employees are fully informed. In addition, we will continually strive to communicate honestly about conditions and circumstances, both those that are good and those that are less good.

We shall be open and honest. People who contact us shall be made to feel welcome. Besides normal business secrets, we have nothing to hide. On the contrary, it is in our best interest that the world at large should know our attitudes, our actions and us. In addition, we are interested in dialogue and in listening to others so that we can learn and understand how the world regards us - including what other people think we can do better.
The Grundfos Group is and always will be growth-oriented and we continually strive to maintain our position as one of the world's leading and most successful manufacturers of pumps for water supply, heating and waste water systems.

We want to be a market leader in pump production and we strive to establish production facilities in or close to all the largest markets. We will continue to produce our key products and components by using the world's most advanced production technology.

That is why we continually support research into new materials and processes in order to introduce new and innovative pumps and pump systems that can meet the need and demand for effective, safe and energy-efficient systems - and live up to customer expectations.

It is important for us that our pumps are user-friendly and that they are so flexible that they can be used everywhere. That is why we invest in a wide range of high-quality pumps.

It should be common knowledge among customers that Grundfos pumps are always synonymous with quality and durability so that it pays to invest in Grundfos products.
When it comes to pumps and pumping systems our customers shall perceive us as a reliable long-term partner - and not just a supplier.

Customer satisfaction is one of our most crucial goals and success criteria. This means that we place great emphasis on advising customers so that they receive the product which meets their exact needs - neither more nor less.

This means that we place great emphasis on service because we take responsibility for our products - including the responsibility of training our customers and sharing knowledge and experience with our suppliers and major accounts.

It also means that we help customers discard pumps once they have served their purpose.

That is why we place great emphasis on being in close geographical proximity to our customers so that we can provide fast assistance. In those cases where distances are great, we enter into agreements with local service organisations and ensure that they have the expertise and tools necessary to provide services which are on a par with those we provide.
Grundfos will always behave in a responsible manner - both in business and in society in general.

Our growth and presence shall harmonise with the environment because our products and the sale of these products shall not just be for our own success, but shall also benefit the societies where they are used.

This means that our growth shall be in tune with the local communities of which we are a part - and our products shall have a utility value that can be demonstrated in the communities in which they are sold and installed.

We will explore new methods to protect the environment - and we will use our influence to encourage customers, suppliers and other interest groups to think of environment-friendly solutions because the maximum environmental benefit is only achieved when all the parties involved work together for this purpose.

We are convinced that as a company we have a social responsibility towards both our employees and the local communities. Our social responsibility is manifested through concrete initiatives in the Group's individual companies. A good example of this is our decision to employ people with reduced work capabilities, under flexible working conditions.

In business we will strive to be perceived as both fair and correct - by customers, suppliers and competitors.

Finally, we will focus on what we are good at. This means that our primary income shall be obtained from our core business, namely, developing, producing and selling pumps and pump systems.
The Grundfos Group is a private company and the main shareholder is the Poul Due Jensen Foundation. The purpose of the Foundation is to develop and further expand the Group - based on a healthy financial foundation - mainly by reinvesting the Group's own capital from the pump companies. As a result, the Group will remain an independent company in accordance with the wishes of its founder.

A high profit level is a means to the Group’s continued existence and development - not a goal in itself.