



Code of Conduct

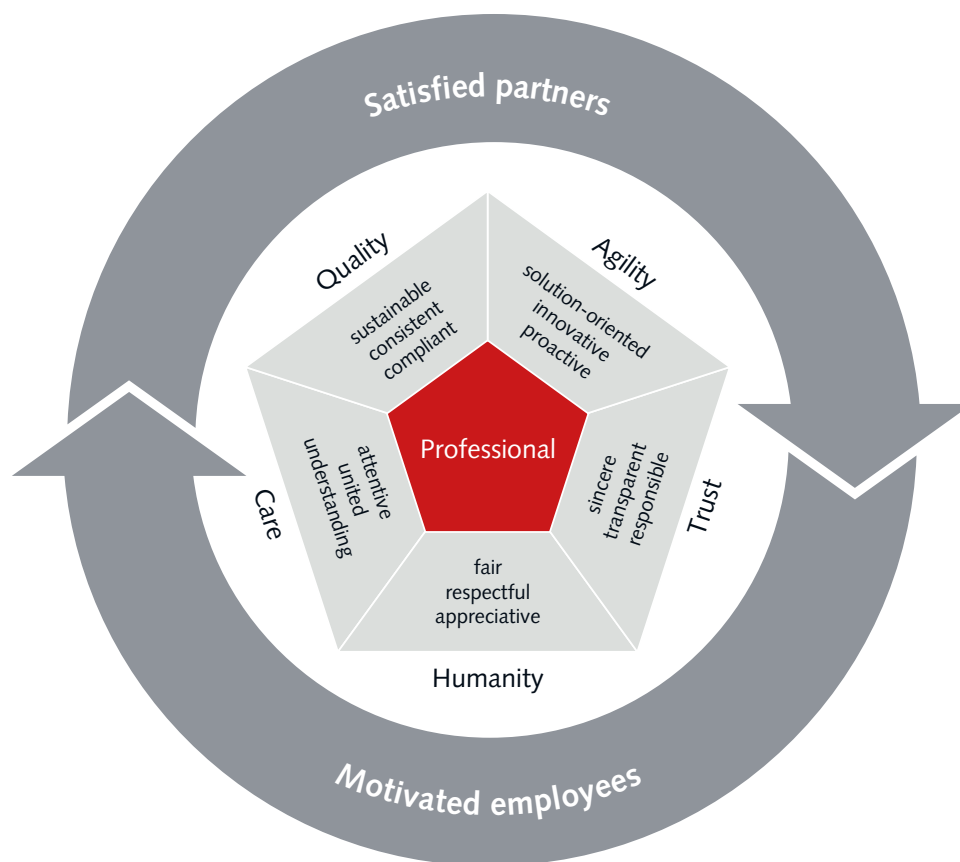
«Our professionalism and our values make us a reliable partner for our customers and suppliers.»

-Marc Bär, Owner and Chairman

As a Swiss, family-owned company, we are committed to observing defined rules and practices in how we work with our customers and employees.

They are integral to successful and long-term corporate activity – together with our value code and our participation in the United Nations Global Compact.

This Code of Conduct sets the standards for all of our employees in every location. With our managers leading by example, we all ensure consistent compliance with our principles.



Our values

Our professionalism forms the basis for the values which motivate and guide us every day. For us, professionalism means that we are continually striving to expand our knowledge, our skills and our understanding of our customers and our market. We take responsibility and work together to find the best possible solutions. We are experts in what we do.

Quality: We make our processes sustainable and develop high-quality and modern products which comply with all laws and regulations. Our customers and partners demand that we deliver a high level of consistent quality.

Agility: Markets change. We don't just keep pace with our complex environment, we act and develop in innovative, proactive and solution-oriented ways.

Trust: Sincerity, responsible conduct and transparency in every process are fundamental to a long-term and trusting relationship with our customers, partners and colleagues.

Humanity: For us, every kind of business relationship is first and foremost a relationship between people. We adopt a respectful, fair and appreciative approach as a matter of course.

Care: Our work and our cooperation are characterized by care. We are attentive, work together to find solutions and show understanding. We clarify our mutual expectations through direct dialog.

Cooperation with our partners

We deal with our customers and suppliers as equals. We respond to every inquiry quickly, proficiently and with appreciation.

Our customers

Our customers' success is our success. It is our mission to keep inspiring them every day. To do that, we target their concerns, needs and wishes and offer long-term, reliable solutions.

We put our innovative strength at the service of our customers so that they are best placed within their market. At the same time, we see ourselves as a supplier of ideas, working together with our customers to develop future-proof products and services. We are committed to being reliable and to observing confidentiality from the outset.

Our suppliers

When selecting suppliers, it is extremely important to us that they are committed to upholding similar values to ours. We maintain sustainable, long-term partnerships which are characterized by transparent, clear and honest communication and a respectful, fair approach.

We expect our suppliers to be reliable and to meet agreed deadlines. Long-term and on-time availability of raw materials is of key importance to us.

Our employees

The knowledge, experience and commitment of our employees guarantees the quality of our products and services.

We create a framework of respect and a working environment characterized by trust and loyalty. Everyone shares responsibility for our collective well-being and deals with colleagues respectfully and fairly. We ensure the safety and protection of our employees at all times.

Individual on-going personal development offers all employees the opportunity to expand their skills and knowledge. It is extremely important to us that everyone is aware of the important part they play in our customer satisfaction and the contribution this makes to our joint success.

We expect our employees to distinguish themselves through their professional work practices and high-quality standards. Our managers lead in a goal- and solution-oriented manner and encourage employees who are willing to take on responsibility and to engage in continuous self-development.

Employees are motivated, play their part and pursue their goals and further development with commitment and initiative.

As a family-run business with international locations, it goes without saying that we believe in equal opportunities and will not tolerate any form of discrimination or harassment on the grounds of age, gender, ethnic origin, religion or sexual orientation.

Security and trust

Strict confidentiality and responsible handling of our customers' developments, ideas and products make us a much sought-after partner in all business areas. We take these things fully into account in our daily business activities.

As we work on solutions which guarantee the security and authenticity of our customers' products, we apply the highest possible standards.

All customer-related data and information is strictly protected against unauthorized access. Even internal transfer within the company is only permitted if the recipient needs the data or information to complete a task. Use, other than for the agreed purpose, will be subject to disciplinary action.

Information gained in the course of the customer relationship about plans, resources and activities will never be used by our employees for their personal advantage. The passing of this information to third parties, including family members and friends, is strictly forbidden and will be subject to disciplinary action.

Data protection

We fully respect and protect the privacy rights and personal data of our employees, as well as all data entrusted to us by other people or companies, pursuant to the European Union General Data Protection Regulation (GDPR) and the Swiss Data Protection Act.

We do not use confidential information for our own personal advantage or for any other unauthorized purposes, nor do we pass it to third parties.

Integrity

We always comply fully with relevant laws and regulations.

Fiscal codes, customs regulations and subsidy and anti-corruption legislation provide the framework for our corporate activities. Our workforce is trained accordingly and knows that compliance with these provisions prevails over commercial success. The personal integrity of employees and the company's independence prevents any conflicts of interest when dealing with business partners.

No direct or indirect gifts may be given to the company or our employees, nor any other benefits offered which contravene statutory penal provisions regarding bribery and corruption. We equally do not give these ourselves and we decline gifts, invitations

or benefits from third parties. Promotional items or gifts of nominal value are permitted if they comply with applicable laws and provisions.

As a Swiss, family-run business, we remain politically neutral. We do not support any party or political organization. Donations given as an expression of our social responsibility are given exclusively to recognized charitable institutions.

We guarantee that we will compete fairly and transparently with our competitors. We will never comment falsely about their products, services and corporate policies for our own benefit. Dissemination of negative statements about competitors is unacceptable.

Validity

This Code of Conduct applies to all of our company employees. It is extremely important to us to enter into business relationships with companies which are committed to upholding similar values and standards.



Printcolor AG

Welschloh 299, 8965 Berikon, Switzerland

Printcolor Deutschland GmbH

Josef-Baumann-Strasse 39, 44805 Bochum, Germany

Printcolor Asia Ltd.

Room 1630, Corporation Park, No. 11 On Lai Street, Sha Tin
New Territories, Hong Kong



Squid Inks AG

Welschloh 299, 8965 Berikon, Switzerland