



### **Our Vision**

To Create Value Through Customer Partnerships

### **Our Mission**

To Provide Premium High Performance Coating Technologies

### **Our Values**

Our Commitment to ALL Stakeholders is to  
“Do the Right Thing” by Honoring Our Shared Values:

- Passion and Commitment
- Strategic Partnering
- Respect for Others
- Personal Responsibility
- Creative Learning
- Quality and Excellence
- Boundaryless Thinking

**SDC is High Performance Chemistry™**



# Trusted Advisor Program

## Overview

At SDC Technologies we believe that collective wisdom creates the best solutions. Our mission as Trusted Advisors is to collaborate with customers on a continuous journey of excellence. We strive to build partnerships based on mutual trust, respect and information exchange.

Our goal as a Trusted Advisor is to function as a key contributor to our customer's competitive product development and corporate strategy.

## Trusted Advisor Principles

- Act as a catalyst for generating ideas, exploring concepts and creating value through innovation.
- Pursue mutually beneficial applied research.
- Proactively address customer issues, sharing information to achieve mutual success.
- Leverage SDC's global infrastructure to optimize supply-chain management.
- Produce high quality products that deliver consistent performance aligned with customer's requirements.

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