

THE SANITY WAY

1. **IT'S ABOUT THE CUSTOMER, ALWAYS!**

We know they are the real 'boss'. We exist to satisfy the Customer and do everything in our power to add value to the Customer's Experience.

2. **CAN DO ATTITUDE**

You can inspire and achieve by your attitude and actions. Make decisions, take action, get it done. Everything we do, we do with a sense of urgency.

3. **RESPECT**

We treat everyone with respect and dignity. We don't call our people 'staff', they are part of the 'team'. All ideas are encouraged and every individual counts.

4. **CONTINUOUS IMPROVEMENT**

We strive for excellence and are never satisfied— always raising the bar to keep improving, even if it means changing everything we do. We don't get complacent and have never arrived.

5. **COMMUNICATE, COMMUNICATE, COMMUNICATE**

Communication is both directions— listening as well as talking. Get communication going continuously and in as many ways as you can.

6. **COSTS**

Costs are the enemy, we continuously find ways to reduce expenses, cut our shrinkage and improve our productivity.

7. **ACCOUNTABILITY**

Commit. Take ownership. Be responsible for your actions and results.

8. **TEAMWORK**

Depend on others and others must be able to depend on you. Team work means supporting and coaching all around you. We succeed through the effort of our teams, not through individual performance.

9. **TRUST**

Act in a manner that instills trust in all of our team, customers and suppliers.

10. **INTEGRITY**

Operate with honesty and integrity. Never tolerate a breach of integrity.



SANITY
GREAT SERVICE, GREAT VALUE