

CFI

MISSION CONTROL

Brand Promise.
Values.
Daily Standards.

TRICON
WEAR SOLUTIONS

**ULTRA
TECH**

CON FORMS

CESSER
TWIN PIPES

EWCFI

MISSION CONTROL

OVERVIEW



BRAND PROMISE

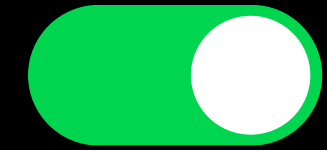
EMPOWERING SUCCESS.
DELIVERING RESULTS.

VALUES

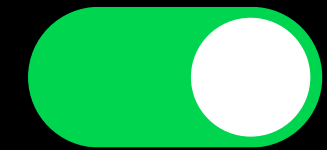
COMMITMENT.
TEAMWORK.
IMPACT.

DAILY STANDARDS

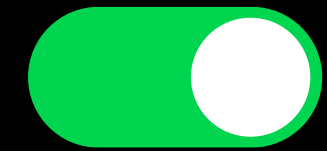
WORLD-CLASS WEAR SOLUTIONS



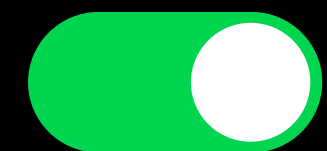
RELENTLESS CUSTOMER FOCUS



PRIORITIZE THE MOST IMPORTANT: 80/20



INVEST IN TALENT & TECHNOLOGY

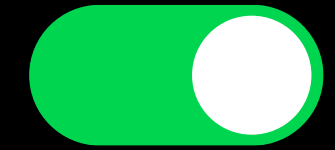


CONTINUOUS GROWTH



MISSION CONTROL

**EMPOWERING SUCCESS.
DELIVERING RESULTS.**



BRAND PROMISE



WHAT IS A BRAND PROMISE?

It is our company's pledge to provide a specific experience to customers every time they interact with the brand.

**Empowering the success of
teams, partners and customers
to deliver impactful results.**



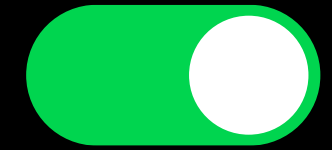
MISSION CONTROL

VALUES



COMMITMENT. TEAMWORK. IMPACT.

CFI's core fundamental beliefs and principles guide how we operate. Committing to the company and its initiatives allows teamwork to naturally follow and enhances overall impact.



COMMITMENT

Bring your best every day.
Operate as an owner.
Continually improve.
Prioritize safety and quality. Do what you say you are going to do.



TEAMWORK

Teams take the lead at CFI. Innovative ideas come from strong, diverse teams. Every team member and task counts. Teamwork keeps us candid and accountable. Working together is success.



IMPACT

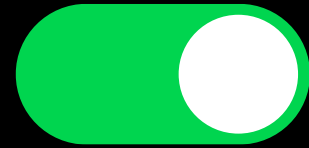
Think big, plan and move fast. Proactively address issues. Take intelligent risks for positive impact. Drive ingenuity and growth. Seek feedback and act on it.



MISSION CONTROL

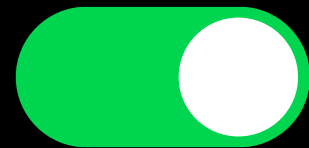
DAILY STANDARDS

CFI



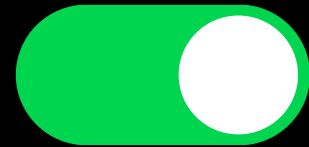
WORLD-CLASS WEAR SOLUTIONS

INVENT, IMAGINE, CREATE. Utilize our engineering expertise and market knowledge to support our customers in mission critical applications.



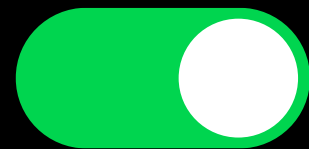
RELENTLESS CUSTOMER FOCUS

PUT CUSTOMERS FIRST. Maintain a deep understanding of customer needs and deliver the highest quality solutions.



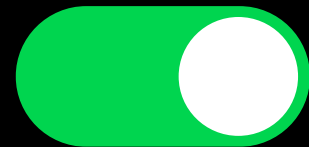
PRIORITIZE THE MOST IMPORTANT: 80/20

PRIORITIZE PRODUCTIVITY. Direct efforts to the most impactful activities that drive efficiency and value for our customers.



INVEST IN TALENT & TECHNOLOGY

TAKE IT TO THE NEXT LEVEL. Provide our team the opportunity to maximize their potential and surround them with the most effective tools available.



CONTINUOUS GROWTH

OPTIMIZE & EXPAND. Consistently enhance our offerings to drive value and growth for both our company and our customers.



MISSION CONTROL

DAILY STANDARDS

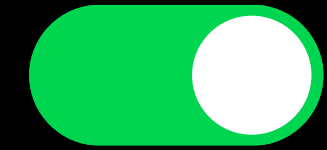


CFI

WORLD-CLASS WEAR SOLUTIONS

INVENT, IMAGINE, CREATE.

Utilize our engineering expertise and market knowledge to support our customers in mission critical applications.



FOCUS ON MISSION CRITICAL APPLICATIONS

Deliver innovative products and services that enhance reliability and drive peak operational efficiency for our customers, providing measurable results and long-term value

ENGINEERING AND MARKET EXPERTISE

Leverage expert teams with deep insights into customer needs and the dynamics of their specific markets

QUALITY ASSURANCE

Ensure unmatched product excellence by implementing rigorous quality control processes, backed by ISO 9001 certification, to exceed product requirements consistently

PROVIDE SUSTAINABLE SOLUTIONS

Enable customers to minimize resource consumption with products engineered for durability and efficiency

CUSTOMER COLLABORATION

Partner closely with customers to understand their requirements and provide solutions that exceed expectations



MISSION CONTROL

DAILY STANDARDS

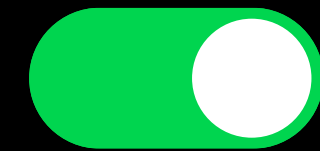


CFI

RELENTLESS CUSTOMER FOCUS

PUT CUSTOMERS FIRST.

Maintain a deep understanding of customer needs and deliver the highest quality solutions.



CUSTOMER-CENTRIC CULTURE

Embedding customer focus into the company culture, ensuring every employee understands and prioritizes customer needs

TRANSPARENT COMMUNICATION

Proactively inform customers about updates, changes and potential impacts to ensure clarity and trust

CUSTOMER SUCCESS TEAMS

Creating dedicated teams focused on helping customers achieve their objectives and maximize the value of our solutions

PARTNERS IN PROBLEM-SOLVING

Thoughtful innovation to address customer challenges and consistently enhance the value we deliver

CONTINUOUS FEEDBACK LOOP

Actively gather and implement customer feedback to refine and elevate our brands, products and services



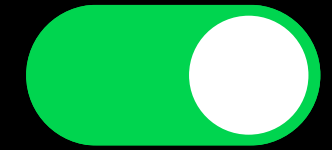
MISSION CONTROL

DAILY STANDARDS



CFI

PRIORITIZE THE MOST IMPORTANT: 80/20



PRIORITIZE PRODUCTIVITY.

Direct efforts to the most impactful activities that drive efficiency and value for our customers.

PRIORITIZE HIGH-IMPACT ACTIVITIES

Concentrate efforts on initiatives that deliver the highest return on investment and best total value to our customers

STREAMLINE PROCESSES

Utilize kaizen, lean manufacturing, and 5s principles to drive ongoing improvement and operational efficiency by eliminating waste

SET CLEAR GOALS

Define measurable, impactful objectives that align with partner success and organizational priorities

REVIEW AND PIVOT

Continuously assess performance and adapt strategies to lead the market and anticipate customer demands



MISSION CONTROL

DAILY STANDARDS

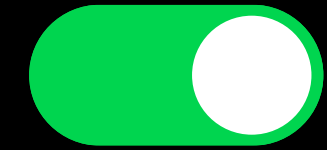


CFI

INVEST IN TALENT & TECHNOLOGY

TAKE IT TO THE NEXT LEVEL.

Provide our team the opportunity to maximize their potential and surround them with the most effective tools available.



CONTINUOUS LEARNING AND DEVELOPMENT

Offering ongoing training programs, workshops, and certifications to keep employees' skills current and prepare the next generation for leadership roles

EMPLOYEE WELL-BEING PROGRAMS

Establishing programs that promote work-life harmony, mental wellness, and physical health, while fostering a supportive workplace to attract and retain top talent

INVESTMENT IN CUTTING-EDGE TECHNOLOGY

Dedicating resources to adopt and integrate advanced technologies, drive competitiveness, and foster innovation

COLLABORATIVE WORK ENVIRONMENTS

Designing environments and cultures that prioritize teamwork, creativity, and open exchange of ideas



MISSION CONTROL

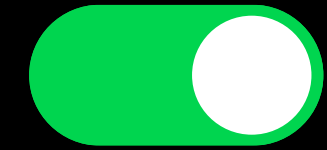
DAILY STANDARDS

CFI

CONTINUOUS GROWTH

OPTIMIZE & EXPAND.

Consistently enhance our offerings to drive value and growth for both our company and our customers.



CUSTOMER FOCUS

Actively collect and utilize customer feedback to enhance products and services, aligning with their evolving expectations

MARKET EXPANSION

Explore new markets and expand into regions with high growth potential; dominate the markets we enter with the highest quality and customer value

STRATEGIC PARTNERSHIPS

Establish strategic alliances to combine strengths and access untapped opportunities

AGILITY FOR ADAPTABILITY

Adapt to market shifts and address customer demands effectively and quickly

DATA-DRIVEN DECISIONS

Harness data analytics to drive informed strategies, uncover growth prospects, and streamline operations



MISSION CONTROL

SUMMARY



BRAND PROMISE

**EMPOWERING SUCCESS.
DELIVERING RESULTS.**

Empowering the success of teams, partners and customers to deliver impactful results.

VALUES

**COMMITMENT.
TEAMWORK.
IMPACT.**

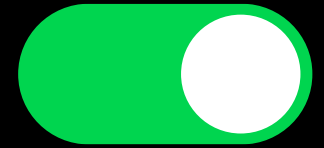
CFI's core fundamental beliefs and principles guide how we operate. Committing to the company and its initiatives allows teamwork to naturally follow and enhances overall impact.

DAILY STANDARDS

WORLD-CLASS WEAR SOLUTIONS

INVENT, IMAGINE, CREATE.

Utilize our engineering expertise and market knowledge to support our customers in mission critical applications.



RELENTLESS CUSTOMER FOCUS

PUT CUSTOMERS FIRST.

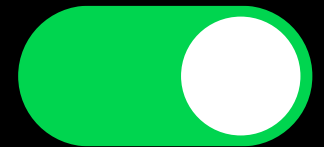
Maintain a deep understanding of customer needs and deliver the highest quality solutions.



PRIORITIZE THE MOST IMPORTANT: 80/20

PRIORITIZE PRODUCTIVITY.

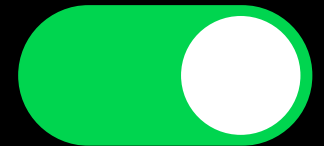
Direct efforts to the most impactful activities that drive efficiency and value for our customers.



INVEST IN TALENT & TECHNOLOGY

TAKE IT TO THE NEXT LEVEL.

Provide our team the opportunity to maximize their potential and surround them with the most effective tools available.



CONTINUOUS GROWTH

OPTIMIZE & EXPAND.

Consistently enhance our offerings to drive value and growth for both our company and our customers.

