

# Brand Guidelines

# There it is

The New Junttan A new look and an even sharper view into the future. The reform has followed Junttan's principles: once we get started, we might as well do it properly. This has been our objective as we have created our corporate character, one that would reflect our beliefs even more precisely and that makes us the best.

We have achieved a lot, but success is determined by each one of us. Only a 100 percent commitment enables us to take the next step and show the world how Junttan can help its clients to reach success - and that way also to cope better themselves.





# The foundations of tomorrow's success are here and now

Junttan has always known how to stand out to its advantage and had the courage to be different. This is also the basis of our new look and personality, which aims to leave a memory track of this contemporary branch leader.

It has been a vantage point to follow the evolution of the entire field at the forefront of development. And it is our intention to carry on opening the way to others - our vision strictly in the future but not forgetting to look around. Competition is getting tougher, and the world is changing. Junttan's new look tells that we are staying up to speed.



# It is not always far to reach the horizon.

The new look conveys our desire to stay fixed in today and respond to all the expectations from our clients. Our new pledge **"Respecting ground"** helps to understand what being part of Junttan is all about. It talks about our unique attitude and understanding as well as our skills to do the work thoroughly and without compromises all the way through. A foundation based on common sense and professionalism secures a safe leap to new opportunities. Our 30 years of experience gives us the impetus to go forward.

Professionals know their job, and it is a fact that will never change. A new look brings a new character to our brand and attracts new customers to get to know Junttan. It promises more than before or a bit more than what our competitors can do. Our job is to stick to our promise so that the customer will not need even to think about other alternatives.

# Junttan

respecting ground



# The truth is with the customer

The customer decides. How the customer perceives and experiences us will eventually make or break our success. Our clear and consistent look tells about our knowhow, our service and our commitment to a mutual success. Our way of working for the customer will redeem our pledge of the best possible solution - as well as the right to continue our cooperation with our customers.

We will show that we are genuinely interested in how our customers are doing. This creates a mutual trust in that we endeavour to do our best for a mutual success in every situation.

**"Knowing that Junttan truly invests in customer relationships makes my work a lot easier."**

*Rogério Almeida*

**Rogério Almeida**  
Director/GNG Construções e Comercio LTDA





# We are not boasting. But we are proud of what we can do.

Serious business has no place for empty words, yet there is no point in hiding our own knowhow. When you know you can reach high and redeem your promises, it is good to guarantee just as much. And as Junttan's knowhow and professionalism have been proven and tested in every corner of the world, what we say carries a lot of weight.

The people in Junttan stick to their word - it is a matter of honour for us and the cornerstone of our entire operations. We do not make excuses or exaggerate matters but speak up openly and truthfully. Sometimes even directly. **We know this business as well as anyone anywhere on this earth.**



# We should show what makes a true Junttan employee.

There is only one chance to make a first impression, and that is here and now. No one else can pull this through as well as we. Success is in our own hands, and that is good.

Each employee in Junttan has his or her own role in how “Respecting ground” shows and how it is perceived. Anything we do as representatives of Junttan has an influence on how we are seen and considered to be.

We take an interest in our customers’ challenges and make the time to find the best solution. We get to know different projects and schemes and actively reflect on solutions to each of them. We contemplate how products, services and operational models, even those that seem good, could be improved that little bit more. We accept responsibility, and we will not give up until everything is sorted and promises are kept.

**Customer satisfaction. Responsibility. Ability to reform. Respect of the environment.** Those are our values that will support and sustain the future of the entire Junttan. Junttan’s new look and pledge are also based on them, and we turn them into reality as unique customer experiences, time after time.





# We can reach higher levels together.

Without excellent partners, the goods remain on the shelves. And without other excellent partners, there would be no good on the shelves to move. Working alongside every successful company, there are committed and professional parties which make growth and development more flexible.

In the earnings chain, Junttan is between retailers and suppliers. It is vital that relations work in both direction as well as possible. In their own way, our partners spread the message of the new Junttan, so we must be able to give them the right image of it as well.

We must also accept our responsibility for the entire chain and that Junttan's new look glows brightly and consistently in every part of it. "Respecting ground" is a promise that every member of the chain will have to redeem. Therefore, we must offer them the appropriate tools and a clear account of what all this entails.

Caring for our partnerships does not need to signify a drastic change to what we do. We will show in practical terms what "Respecting ground" means and make sure that our retailers, for example, have access to an up-to-date support material. We ask how we can help our partners and take the trouble to assist them. That is an investment that will pay dividends to us all.



# This is where it starts

These guidelines give an overall account of the aspects that Junttan will make a significant investment in in the future. It is obvious that we must be constantly able to peak around the corner in the increasing competition and stay just a few steps ahead of others. And it is equally obvious that without everyone's participation in Junttan, the contents of these guidelines will be nothing but empty words.

What this lot decides to commit to together, they will plough through granite and grey stone. **Let's show the world what we are made of.**

