



# Corporate Vision

**TO BECOME THE LARGEST, MOST RESPECTED AND WIDELY RECOGNIZED CUTLERY COMPANY IN THE WORLD.**

In this pursuit we will adhere to these core values:

- ▲ Honesty, integrity and ethics in all aspects of business - founded on respect for people.
- ▲ Creating opportunities for people to grow and share in the success of our business.
- ▲ Financial success of the field sales organization.
- ▲ Recognizing and rewarding people for dedication and high levels of achievement.
- ▲ Outstanding product performance, quality and reputation.
- ▲ First-class customer service exceeding customer expectations.
- ▲ Enduring corporate financial strength.
- ▲ Contributing to the improvement and well being of the communities in which we live and work.



**KA-BAR®**

