



**Rough  
Brothers,  
Inc.**

**Design,  
Manufacturing,  
Systems,  
Construction**

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# Values

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## 1. Introduction

### Our Commitment to You

We are committed to our customers and our employees, to helping them grow to their fullest potential. It is our intention to surpass our competition in four areas:

#### **People**

*By employing talented and loyal individuals who share a commitment to the belief that the rewards of our business are an outcome of providing superior value to our customers.*

#### **Products**

*By providing structures, equipment and service designed to reliably fulfill the needs of our customers. We encourage change and innovation that improves the products and services provided to our customers.*

#### **Process**

*By adding value through listening, understanding and efficiently responding to our customer's needs. This will be done in an environment that encourages and enables us to do our job better today than we did yesterday.*

#### **Promise**

*By energetically and enthusiastically responding to the needs of our customers and employees with honest, straight talk and a dedication to doing what we say we are going to do!*

Our success in these four areas is the basis of our leadership in the greenhouse, garden center and conservatory industries, as well as the foundation of long-lasting relationships of mutual trust.