



# CORE VALUES



## & New Fleet Branding

2019 certainly was a year of growth for Multiknit in many ways. This year one of our many milestones was the implementation of our Core Values. Core values are the very best qualities of a team, distilled into a rubric that can be used to make better decisions, hire better people, and pass on the culture of our business to future employees.

It was with excitement, pride and a massive feeling of accomplishment that the process of uncovering, verbalizing and celebrating our core values unfolded. Slowly but surely our staff members noticed something's up... A team of handymen showed up one day, drilling holes and applying new signs to our walls. It didn't take long for word to spread throughout the offices and our staff members came and had a closer look.

A few days went by where we didn't hesitate to mention the new "core values" signs. Multiknit aimed to inspire it's team to strive for Service Excellence, Team Work, Integrity, Entrepreneurship and Energized & Engaged Employees in our daily encounters.

When we use our values to make decisions, we make a deliberate choice to focus on what is important to us. When values are shared, they build internal cohesion in a group.

Along with our beautiful new signs, we also started giving our fleet branding a face lift. You may have noticed that one of our large trucks, and our smaller delivery truck is boasting a fresh look along with our new slogan "Delivering on Promises since 1964" proudly added to the new design. As it has for many years, vehicle branding remains an effective way to create an ongoing, recurring presence of our brand in the mind of our customers.

We look forward to adding more growth to the Multiknit brand and are excited about new challenges that 2020 may bring! Thank you to our staff for contributing to the amazing GROWTH we have experienced this year.