

# PRINCIPLES AND STANDARDS FOR WHAT WE DO

We deliver on our **Strategy** by providing the most **Inviting**, **Easy**, and **Safe** Customer and Employee Experience through our,

## What We Do

### BRAND PROMISE: CARING PEOPLE DOING THE RIGHT THING

#### AND BRAND DIMENSIONS

Passionate about having fun

Give our best

Work safely

Share in each other's success

Empowered to do the right thing

Do things right with a sense of urgency

Earn the right

Well trained industry experts

Believe in what we do

Engage our customers and people

Understand needs

Empower with expert advice

Provide highest quality of service

Earn trust

Treat people how we want to be treated

Clean spaces and hassle-free support

Create peace of mind

Delight each employee and customer

Confident referrals

Widest selection of quality products

Most affordable to highest performance

Have products that people want when they want them

Selection and convenience

CAN-DO  
ATTITUDE

TRUSTED  
EXPERTS

UNEXPECTED  
EXPERIENCE

LOW PRICES  
MORE CHOICES