

## VERINDPLAST SRL

### Origin and consolidation of company values

#### Introduction

*"Behind every successful enterprise there's someone who has made a courageous decision."*

**Peter Ferdinand Drucker**

Verindplast srl was founded in 1997 by Nicola Salomone, a body shop mechanic with many years of experience, driven by a deep entrepreneurial spirit and supported in this project by his wife Rosanna Adorante and his friend Antonio Rosato.

The company has been managed by Mr. Salomone with perseverance, professionalism and self-sacrifice, at the beginning with painting projects for Honda Italy and then during years setting up partnerships with international brands such as BMW, Ducati, KTM and Yamaha.

In more than 25 years of history, the company has evolved from a technical and technological point of view and expanded in terms of spaces, production capacity and available services to customers. The second generation, made by Sara, Emiliano and Alida, has continued along the path traced by their father Nicola Salomone. Constant training, targeted investments and continuous improvement are the goals the company sets itself and pursues daily according to a business model where tradition and innovation profitably coexist, expressing the company's values at their best

#### The origin of our values

*"An adult organization is one in which people have the knowledge, skills, desire, and opportunity to succeed from a personal point of view in a way that leads to the success of the entire organization."*

**Stephen R. Covey**

In Verindplast the human support is crucial to ensure an excellent service and products of very high quality. As indicated by the Administration Manager, Sara Salomone: "Our work needs specific professionals, men and women who we train with constancy and attention in order to make them colour professionals. We apply to large-scale industrial processes the care and attention typical of craftsmanship...a bit like a tailor, we sew on our customers the best finishing solution."

**Verindplast s.r.l.**

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Sede operativa n. 2 - Via Pescara, 59 - 66041 Atessa (CH)

tel + 39 0872 889157 / 0872 665005 / fax +39 0872 888209 - p.iva 01804500690



Underlying this working methodology, implemented by a team of about 100 units equally distributed between women and men of different nationalities and age groups, there's a system of values that the company wanted to structure and consolidate with specific sharing actions.

## Our company values

*"Our Company believes in spiritual values, in the values of science, believes in the values of art, believes in the values of culture, believes that the ideals of justice cannot be estranged from the uneliminated contentions between capital and labour. It believes above all in man, in his divine flame, in his possibility of elevation and redemption."*

**Adriano Olivetti**

Verindplast srl, unlike other companies, during the process of selection and sharing of its values wanted an active participation from all members of the team, identifying the values that represent in the best way, past, present and future of the company and those who are part of it.

Company administrators first decided to select 8 values, as many as the colours that make up Verindplast's logo. Next, it thought about how finding and selecting the values that would represent the company in the best way, amplifying its scope also to the concepts of mission and vision. Through a meticulous analysis of the company, of its peculiarities, of what it has achieved in the past and what it sets out to achieve in the future, a list of 50 representative values came up.

After this activity, the company decided to submit a digital survey to the entire company team, asking them to select in the list of 50, the 5 values that better represent Verindplast's reality. At the end of the survey, the data were analysed by the company ownership, which, having taken note of the final results, selected the 4 first most voted by the company team and decided to independently select 4 more values from the list, regardless of the order of voting but exclusively according to its own criteria of best matching to the Verindplast's spirit.

This methodology was strongly desired by company ownership because it wanted that team's contribution in defining company values was really active and pivotal for a concrete sharing of goals, working methodologies and ethical approach.

At the end of the survey, faithful to its motto "colour is the protagonist", company ownership decided to assign one of the logo colours to each value. This is how Verindplast's values are born, live and are consolidated in the daily work and choices of the entire staff.

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**PASSION**



**CREATIVITY**



**DYNAMISM**



**RESPONSIBILITY**



**QUALITY**



**CRAFTSMANSHIP**



**TEAMWORK**



**DEVELOPMENT**

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