

With the publication of our general company principles, we are reinforcing our aim to determine the 'character' of our corporate group. These principles govern the conduct of our employees and stipulate the values, standards and rules to which the company is committed.

The top priority for us as a corporate group is to secure our survival and development capability, in line with our belief that this also enables us to maximize our contribution to social responsibility. This we will have achieved if we are continuously able to transform resources, such as work, ideas, capital and raw materials etc., into products and meaningful, secure jobs with the greatest possible efficiency.

Our intention is to achieve this by purposely following a niche strategy, whereby we aspire to be the market leader in these market segments wherever possible. To ensure that happens, we constantly strive to find progressive resolutions in close cooperation with our customers and, at the same time, open up new fields of application for our magnetic materials by engaging with customers, prospective customers and pertinent institutions.

The quality of our products is therefore a core element in terms of performance and competitive capability. We understand this to mean the totality of characteristics of a "unit" (product, service) with regard to its suitability for fulfilling the defined prerequisites. To ensure the quality of products on the market, it is vital that these undergo continuous improvement.

The individual company principles as set out below apply with binding effect:

Our principles

MS-Schramberg is a long-established, family-run company. We act boldly and responsibly. We advocate reliability, simplicity, continuity and honesty. We work together in a respectful, trusting and goal-oriented way. We place a high value on human dignity and consequently reject intolerance, discrimination and child labor. Our system of values is the foundation for our daily decision making and actions.

Our shareholders

Sound corporate development is of the highest priority for shareholders. It creates secure jobs and simultaneously preserves our independence and decision-making autonomy. Regional association with Schramberg that is rooted in entrepreneurial spirit, long-term security, moderation in the use of funds and resources and the appreciation of our workforce all combine to make us an attractive employer. Corporate acquisitions are exclusively guided by strategic and commercial motives. Unpredictable risks and experiments are not acceptable.

Our corporate development

We advocate organic growth to safeguard the development of the company in the long-term. A sustainable return is important to us as it creates financial independence and provides the opportunity for strategic growth and innovation. An equity ratio over 50% stabilizes our future development.

Our technology

We are a technological leader in the field of magnet technology in Europe. Our core expertise lies in product development, magnet and measurement technology, pressing and sintering technology, injection molding technology, joining technology and tool and automation technology. Innovation remains the guarantee for and driving force behind our leadership claims.

Our role within the market

We are the primary address as a contract manufacturer within the MS-Schramberg areas of expertise. To this end, we rely on our unique position in the combination and provision of our 'from powder to assembly' technology fields. Significant strengths are our application technology consulting and customized developments.

Our range of services in future

In addition to our offerings as a contract manufacturer, we are striving to expand other key areas with regard to service provision and in-house products.

Our customers

We are a best-in-class supplier with a high level of appeal. Our customer service is an industry benchmark. Keeping it simple, flexibility, responsiveness, speed and reliability are our hallmarks. Ensuring the close proximity and integration of our customers within processes creates trust and shapes our image.

Our regions

Our core region is Europe. We intensively service the European markets from our location in Schramberg. This is where our development, manufacturing and distribution expertise is concentrated. Distribution and manufacturing activities outside Europe are decided on a project and customer basis.

MS-Schramberg management

In MS-Schramberg company culture, leadership means being a role model with regard to the basic virtues of the value-system. Encourage and require personal responsibility, trust in the work of colleagues and employees, and corporate autonomy are fundamental to our management philosophy. Effective and open communication is the success factor in terms of our management work.

MS-Schramberg employees

Motivated, competent and confident employees are guarantors for our competitiveness and success. Committed employees show personal responsibility and are flexible, unbureaucratic and reliable. They take the initiative, inform and are informed, and are good communicators. A sense of belonging and loyalty are valued.

Our handling of resources and the environment

It goes without saying that we treat our environment and natural resources in a responsible manner. We place a high priority on resource efficiency. We feel obligated to act sustainably.

Our approach to community and social responsibility

MS-Schramberg is well aware of its role as an important regional employer. We assume responsibility for social issues throughout the region, promote training and commit to the development of an achievement-oriented society.