



MUNCK

MUNCK CRANES INC.

THE MCI VISION

Our vision is to maintain a leadership position by offering outstanding value in the development, manufacturing & delivering of innovative material handling solutions locally & internationally while fostering (growth) opportunities for our employees and investors.

THE MCI MISSION

Our mission is to provide location/application specific horizontal & vertical material handling solutions of outstanding value and performance to a diverse customer base.

Our leadership position is sustained by providing:

- Outstanding value to our customers
- Location / application specific horizontal & vertical material handling solutions
- A quality assurance program to establish & maintain a set standard for product performance
- Superior financial returns to foster long term investment
- A premier work environment & career opportunities for our employees

We will accomplish our mission by:

- Differentiating ourselves in providing outstanding value through the practical & innovative application of current & new technologies
- Maintaining focus on our core business of providing high capacity, application specific material handling solutions to companies in diverse industries
- Developing long term relationships with customers, distributors and suppliers
- Enhancing our ability to serve our distributors by utilizing our engineering strengths to manufacture quality/innovative lifting & material handling equipment and solutions timely & efficiently
- Creating a distinct, high-performance workplace where all employees build success for their customers and for their careers
- Ensuring that each system sold/installed is optimized to provide the performance specified by the customer at the design stage
- Assuring that Munck Cranes Inc. and our distributors support a "Quality-In-Process" program, established with the purchase/specification of materials & components followed through to distributor inspection of installations. Simply put, *"if it is not right, due to our fault, we make it right."*

THE MCI CORPORATE PHILOSOPHY

At Munck Cranes Inc. our corporate philosophy is to maintain our relentless pursuit of improvement in what we do best and do it better than anyone else in our niche.

THE MCI STRATEGY

Setting, meeting & elevating goals are a necessary strategy in today's business market. Achieving them is the challenge. Munck Cranes Inc. applies the principle that a talented, dedicated team can achieve far more than any single individual. We extend this premise outward to our employees, distributors, suppliers and customers who ultimately use our products daily, in an effort to construct mutually beneficial partnerships.