

THE HORNBACH FOUNDATION



We are the number 1 for projects.

Hornbach is a future-orientated, family-run company with more than 125 years of tradition and what is today an unmistakable brand image. As pioneers of large-area DIY stores and garden centres in Europe, we consistently develop our successful company concept generation by generation, thus remaining the leaders in our branch.

Above all, our exceptional assortment competence and our rich experience make us the No. 1 for projects. To be Number 1 and to remain the number 1 is for us not only an objective and requirement, but at the same time a permanent touchstone as to whether we fulfil our customers' requirements well enough.

In order to safeguard and further expand our market position, we will continue to grow in terms of quality and sustainability on the basis of our own strength, nationally as well as internationally. We create our future successfully by recognising our chances and using our potentials to their full extent.

Our product is not the goods. Our product is our delighted customers.

Winning the trust of customers takes years. And it only takes seconds to lose it. Our daily actions are therefore based on providing maximum customer benefit. We strive for a permanent, trustworthy relationship with our customers based on honesty and fairness.

We are the recognised partners with whom both private and commercial customers can realise all projects at any time in the most convenient and inexpensive manner. Our assortment service, consultation, stocks and pricing are perfectly aligned to the realisation of projects at home, house and garden. In addition, our unconditional passion for DIY and home improvement and gardening ensure that our customers become our regulars.

Pride forms our company spirit.

Our community is characterised by a clear and unambiguous system of values which we have pursued from the beginning. The cornerstones are credibility, reliability, clarity and trust in people. Honesty and solidarity form the basic framework of our community.

Since our beginnings as a family-run company, we focus on entrepreneurial thinking and sustained desire for innovation. Every single person uses their free space to make changes. Pragmatism and solution-orientated approaches characterise our working styles: What we say, we also do! No circuitous paths. This always goes hand in hand with our grounded and simple approach, which has proven its worth right up to today and which underlines our positive differences.

Innovations are the driving force for the success of our company.

The basis of our entrepreneurial success has always been a healthy relationship between a sense of tradition and innovative force. We are forceful in our actions and consistent in pursuing our successful entrepreneurial concept with high readiness to invest and without resting on our laurels. We place particular value on the continuous development of our inner strengths - always with clear focus placed on our customers.

With the realisation of innovative concepts and the consistent updating of existing locations, we will also set standards for the future. It is decisive here that we continue to follow our own path. The concentration on our strategy and the permanent improvement of our processes secure us the necessary competitive advantages and thus our unique position on the market.

In our company, everyone supports each other. We are only unbeatable if we work as a team.

The foundation of our success is a team of qualified and motivated employees and executives who perform their duties with pleasure, strong commitment and both technical and social skills. Here the energy of every individual person contributes personally and directly to the company's overall success.

Here everyone has rights and obligations, which we all must fulfil at all times. We continuously stimulate our employees and executives, giving them space for vocational development in harmony with the company objectives. Our executives delegate responsibility, inform, lead the way with objectives, act as role models and live out collaborations in partnership. Employees and executives on all hierarchical levels conduct direct exchanges - as we are conscious of the fact that we can only master future tasks and remain the Number 1 as a team.

Together, we can continue our successful growth. This secures our future.

We remain economically independent and also retain the independence of our Group. Thanks to a profitability which secures our financial force and sustainably increases the value of our company.

Risk-conscious company management guarantees us continued stability and security combined with sustained company growth. In addition to secure workplaces and optimum chances of promotion, we honour the personal application of each individual based on performance. Maximum productivity and superb performances justify the highest remunerations across the branch. After all, every individual participates directly in our success.

We are a fixed component of the human community.

In spite of all our efforts to achieve success, we remain continuously aware of our societal responsibilities - and act accordingly towards our society and the environment. For us, the creation and safeguarding of workplaces and targeted training programs have top priority. People with the right attitude and the necessary talent receive maximum support from us. In this way, we ensure equal opportunities, independent of gender, age, religion, skin colour and origin.

In addition, we consider cultural aspects wherever we are represented, and adapt to the conditions in a specific location. Ultimately, we always strive to contribute towards improving the quality of life.