

## PHILOSOPHY

The IMEX business model is a unique bridge between the needs of humans and providing solutions within flooring that create tangible success

### VISION

To be the floor fitter's easiest choice for underlays, acoustics and carpet tiles.

To be an inspirational and innovative carpet tile partner of architects



### MISSION

To make a tangible and continuous success of the IMEX team; enhancing their lives in every way...come what may!



### STRATEGY

QREATILE and other innovative ideas

Stay flexible and simple

Maintain core business to fund growth of carpet tiles

Buy in needed competence



## COURAGE

## CARE

## CONSISTENCY