



We do it. **Better.**

This is our standard for all that we do.

This standard and our four principles make up our corporate policy.

At Pöppelmann, we are committed to this corporate policy both in our approach and in our daily actions.



We create added value for our customers

We are a reliable partner for our customers.

Our products and services are ecologically justifiable and are designed with the environment and future in mind.

We keep to our agreements.

We comply with the legal specifications, standard requirements and our voluntary commitments.

We inform interested parties about our activities in an open and transparent manner.



We actively shape our future with creativity and innovation

We know the trends and future topics that are relevant to us and align ourselves proactively with them.

We embrace change and take risks and opportunities into account.

We encourage creativity, proposals and ideas.

We are consistently pushing ahead with our initiatives for digitalisation, resource conservation and climate protection.



We are successful because of our employees

We care for the health of our employees and provide safe workplaces.

We have defined tasks, competencies and responsibilities for each employee.

We are committed to providing continuous development opportunities and training to our employees.

We lead in an appreciative and clear manner and promote personal responsibility.

We make accountable decisions.

We provide comprehensive information, promote open dialogue and are committed to consulting and involving our employees.



We achieve excellent results in the long term

We continuously improve our management system, and our processes and provide the necessary resources for this.

We minimise our climate impact, conserve resources and avoid environmental pollution.

We use energy efficiently and continuously improve energy performance.

We are economically successful and thus independent and ready for the future.

We benchmark our actions against the results and steer them through unequivocal key figures.


Norbert Nobbe


Matthias Lesch


Henk Gövert