

OUR IDENTITY IN PRACTICE

Our identity is reflected in everything we do – every day.

- In our work and the way we work with others: How we meet our high quality standards every day and cultivate a good working relationship that creates space for growth.
- In our products and services: What entrepreneurial and innovative action means to us – and how we create real added value as a result.
- Our responsibility to society, the environment, and the future of the Schörghuber Group: How we make sustainable decisions and strengthen our own resilience at the same time.

DIGITAL PREFERRED?
Scan the QR-code and download
our digital brand card.



OUR FAMILY VALUES AND THEIR FACETS

QUALITY

DETERMINED PASSIONATE EXCELLENT

We love exceeding expectations and are passionate about improvement.

Quality is a promise we make to our clients – and we're determined to keep it with everything we do. It's also a pact we've made with ourselves. After all, people who want to achieve excellence also need to be excellent. We challenge and work on ourselves everyday to find even better answers – for a better quality of life.

INNOVATION

FORWARD-LOOKING OPTIMISTIC PEOPLE-ORIENTED

We take an innovative approach to our products and processes – examining them through a future lens. This is how we achieve forward-looking results.

We're people-oriented, which helps us understand what's important to society. We're optimistic about what the future holds. Our actions are guided by more than entrepreneurial concerns. Instead, we're committed to making a valuable contribution to a better tomorrow.

SUSTAINABILITY

RESPONSIBLE COLLABORATIVE RESILIENT

Whatever we do, we ask ourselves: Does this have an economically viable future that benefits both people and the planet?

After all, we're responsible for all of our actions – and their consequences – for longer than our time on this earth. We accept this responsibility by working collaboratively and evolving consciously when needed. This helps us stay resilient while securing our independence as a family-run company.

OUR BRAND CORE

THE GOOD LIFE

One Brand Core. Two perspectives.

We believe that quality, innovation and sustainability are the keys to a good life. They are inherent in everything that inspires people each and every day

We exemplify goodness by developing ideas and solutions that are economically viable, ecologically sustainable and of value to society.

 SCHÖRGHUBER
GROUP

THE GOOD LIFE

Who we are – and what drives us:
Our shared brand identity.

What defines us? What do we stand for?

We have continued to work intensively on our Group brand. Because as diverse as the subsidiaries of the Schörghuber Group may be, we are united by a common denominator: The family values we live by shape the way we work together and point the way to the future.

The result is an unmistakable brand identity for our Group that makes our shared values visible in all their facets and fills them with meaning.

ONE GROUP, ONE FOUNDATION.

A strong shared identity works in two directions: It holds our Group together and gives it a clear impetus. At the same time, it allows our customers and partners to recognize us as a single entity with a clear direction.

The Schörghuber brand stands for THE GOOD LIFE – and for the ambition to make it even better every day.



Florian Schörghuber
CEO

OUR FAMILY VALUES

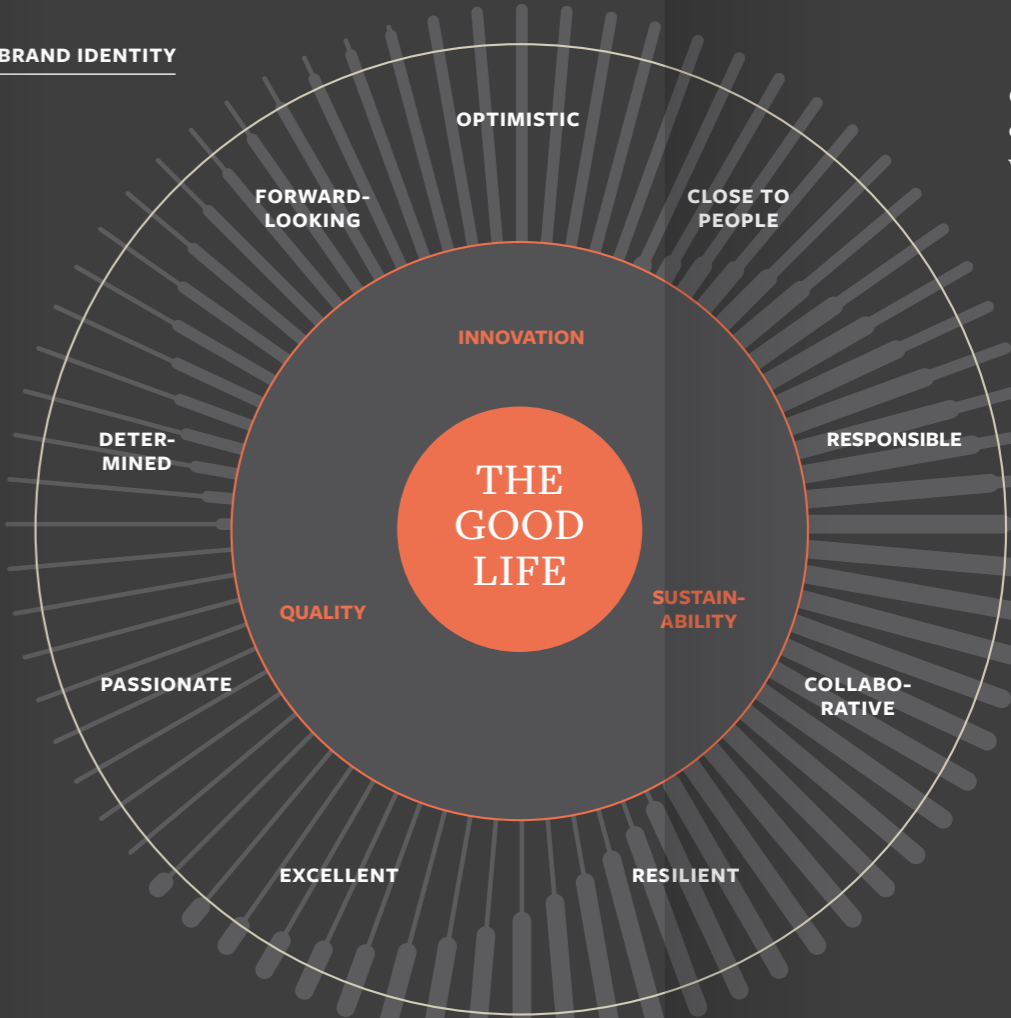
Quality Innovation Sustainability

The three family values form the foundation of our Group. We have examined them, honed them, and given them meaning so that they are understood and lived in the same way by everyone. Our brand essence has been added to unify and strengthen these values.

That’s how we work with our family values.

How is innovation demonstrated in practice? How do we work towards sustainability every day? And how do we meet our quality standards? As a Group, we act in accordance with our family values and the message of our brand essence in all areas. At the same time, our corporate brands retain their own identity and strength – they remain what they are and continue to grow within a common framework.

OUR BRAND IDENTITY



Our brand model defines the chosen characteristics in line with our Group.

- **BRAND CORE**
The heart of our identity. The brand essence captures the core of our family values.
- **FAMILY VALUES**
Our core values unite us and guide our actions. They are interrelated.
- **FACETS**
To define our family values more precisely, we have defined three characteristic traits for each of them – we call them “facets.”