



WHY CRAYEX?

Experience the Difference

Led by Mimi Crawford and a diverse team of knowledgeable experts, Crayex is a privately held, family-owned business specializing in the production of high quality Polyethylene films for a wide range of industry applications. What really sets Crayex apart from others in the industry is the firm's intense commitment to serving the needs of its customers. Crayex cares deeply about the success of their customers and is committed to regularly finding innovative ways to solve problems competitors either can't or won't take on. Customers trust Crayex because they know they will get the personal, proactive service they want and the high quality products they need - on time, every time.

Our Brand Values: Crayex is a brand built around a belief in living according to core organizational values and principles. These values are reflected in every action of the company and its employees. They include:

- **Happiness:** Finding satisfaction, joy or pleasure in work. Be happy and bring joy to those around you. Be happy at home and competent and happy at work.
- **Integrity:** Act in accord with moral and ethical standards. Honesty, sincerity, truth, trustworthiness.
- **Community:** To serve and support a purpose that supersedes personal desires. To "make a difference." Be aware of the group around us. Put aside personal ambitions and work to make a difference.
- **Family:** Spend time with spouse, children, parents, extended family, etc. Everyone views Crayex as an extension of personal family. These relationships between people are the core. Always encouraged family comes first.
- **Competence:** Demonstrate a high degree of proficiency and knowledge. Show above-average effectiveness and efficiency at tasks. Always recognized, rewarded and valued in the community.
- **Compassion:** A deep awareness of, and sympathy for another's suffering. We have compassion for each other and for the community.
- **Freedom:** The power to act or speak without externally imposed restraints. Free to express and present ideas.

Brand Archetype: The Crayex Brand is best embodied in the archetype of The Engineer. This archetype is built around a passion for helping people solve problems. Crayex is fueled by a burning desire to find ways to help customers succeed, whether that means developing new products, improving production processes, or overcoming logistical challenges. The people of Crayex believe the key to solving problems is a sensible combination of knowledge, dedication, and teamwork. At Crayex, the seemingly impossible is an everyday occurrence, and its why customers continue to place their trust in the Crayex team.



The Truth About Crayex...

- We genuinely care about our customers and we go the extra mile for them
- We are focused on delivering consistent, high-quality products at a competitive price
- We are honest, hardworking, genuinely good, trustworthy people
- We are high integrity and we stand behind our products
- We are smart problem solvers who are responsive to our customers' needs
- We are experienced and knowledgeable
- We have a fun, family oriented workplace
- We are market savvy

