OUR CONTINUING MISSION

- To be a global leader in providing the highest quality, fully sustainable and fully supported energy storage, transfer, and power system solutions that enhance lives and promotes strategic growth.
- To be a forward-thinking and financially-secure, privately-held company that supports our family of employees, customers, suppliers, and all of our partners for future generations to come.
- To remain true to the core beliefs and cultural values that have successfully shaped our unique culture and that will continue to sustain our company.

OUR CULTURAL VALUES

RESPECT. We respect people, their diverse ideas, and individual roles. We respect our co-workers, customers, suppliers, partners, competitors, community, and the world.

VALUE. As co-workers we value each other and show mutual respect. We will continue to have the deepest gratitude for everyone's contributions to our company and its successes.

INTEGRITY. We operate with ethics and honesty in everything that we do to uphold our integrity.

QUALITY. It is an inside job. The success of the company and its products were built on quality – we will never lose sight of its importance.

SAFETY. No task is so important that it cannot be done safely. We protect each other and ourselves through our continuous commitment to safety awareness, education, process improvement and implementation.

FAMILY. We care for each other through camaraderie, teamwork, mentorship, and mutual support.

DEDICATION. We are dedicated to our jobs, our ability to exceed customer expectations, and our world-class quality reputation in order to remain the leader in our Industry.

CHANGE. Together, we accept it, adapt to it, and use it to move the company forward. Our past challenges have only made us stronger.

STEWARDSHIP. We take pride in environmental protection, innovative recycling, fiscal responsibility, and cultural sustainment.

INNOVATION. Remains a part of our DNA. We will continue to research and develop new technologies, opportunities, and operational efficiencies.

CUKE BELIEFS

PEOPLE

- The heart of the company will always be our people
- We support each other which supports our common purpose
- The personal growth, mentorship, and development of our people will remain our legacy and heritage
- Everyone's contributions are valuable and they play a respected role in growing our organization

PLACES

- A safe, clean, and healthy workplace is imperative for all operations
- The company protects its environment and supports the community
- Reinvestment in equipment, capabilities, and expansion is key to our continued growth

PRINCIPLES

- Work should be rewarding, enjoyable, and gratifying
- Integrity is the basis for everything we do
- Quality, innovation, and continuous improvement are essential to our model of success

