

Gum Base Co. Vision

Play a leading role in the supply of gum base and the search for innovative solutions applicable to the world wide Chewing Gum Industry.

Gum Base Co. Mission

Represent for the Perfetti Van Melle Group the gumbase center of excellence.
Be a guide reference for GBS and GBI for the following processes :

- Quality Assurance and Quality Control
- Purchasing
- Products industrial development
- Production System
- Standard Costs

Offer the best solutions to the Chewing Industry, therefore :

- Invest important resources in research and innovation;
- Use our resources in an efficient and effective way;
- Use our extensive knowledge of the properties of gumbase and its ingredients;
- Collaborate with both our suppliers and our clients;
- Create a fulfilling workplace for our employees built on trust, mutual respect, and appreciation of their delivery;
- Value the role we play in our communities, as a socially and environmentally committed organization ;
- Generate economic value for the Group.



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Gum Base Co. Values

Living the Gum Base Co. Values requires courage, vision, trust, commitment and pragmatism. The following values will guide our actions in realizing our mission.

Integrity without compromise

We conduct our business with honesty, integrity, and respect for those with whom we have relationships.

Achieving excellence

We pursue quality in everything we do. We strive for continuous improvement in the way we operate. Unremitting attention is given to details at every stage and resources are used in the most efficient way.

Dedication to the customer

We will meet and exceed the differing needs and expectations of our customers, offering them high quality, state of the art and innovative products.

Care for our people

We are committed to creating a global workplace where teamwork, involvement, open communication, flexibility and fun exist. We treat our people fairly. We value different styles, skills, experiences and backgrounds and acknowledge that these differences result in greater creativity and better insights. We encourage them to take initiative and expect them to approach their jobs with passion and commitment. We offer our people training opportunities and ongoing development so that each individual can reach his or her full potential.

We guarantee a working environment that can guarantee the health and safety of our people, respecting current legislation and preventing incidents, accidents and industrial work related diseases.

Social and environmental responsibility

We will conduct our business as responsible members of society, respecting the laws of the countries in which we operate, contributing to the progress of local communities in line with the legitimate role of the business. We will operate safely, responsibly, and with sound environmental practices, aimed at minimizing our impact on the environment and working toward long-term sustainability.

We commit to report and publish a combined Social Responsibility Report with PvM Italy.

Independence

We are committed to achieving ambitious business goals which will contribute to secure the profitability and independent growth of the Group.

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