



Glatfelter PEOPLE



GLATFELTER
Beyond Paper

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OUR BRAND STARTS WITH YOU

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Paper[®]
AN EMPLOYEE'S GUIDE
TO LIVING THE GLATFELTER BRAND



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WELCOME TO GLATFELTER

We are excited to have you join the Glatfelter team. As one of the world's leading, most innovative manufacturers of specialty papers and engineered products, Glatfelter is growing stronger year after year. This is a direct result of Glatfelter PEOPLE like you. It's your expertise and dedication that make all the difference.

YOUR GUIDE TO OUR BRAND

What is a brand? It's more than a logo, a phrase or an image. It's the personality of a company. Ideally, the brand reflects our vision and values and forms a strong, positive connection with our customers. When they see or hear our name, they associate it with the experience they have had with our company. That's why Glatfelter PEOPLE are so important. Our brand starts with you.

On the pages that follow, you will learn more about our brand and the vital role you play in delivering the Glatfelter brand.

OUR VISION

To become the global supplier of choice in specialty papers and engineered products.

DELIVERING MORE THAN GREAT PAPER

Beyond Paper®. It's our promise to each and every one of our customers. It is a promise based on over a century of experience and technical expertise and supported by new "best-in-class" processes. It means being committed to excellence, aspiring to exceed expectations and developing new and innovative ways to support our customers. In this process, each employee brings a unique approach that represents our brand to the world.

What sets the Glatfelter brand apart?

- People
- Technical Expertise
- Customer Support
- Innovative Approaches
- Global Reach



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OUR PEOPLE. THE HEART OF THE BRAND.

For a global brand like Glatfelter to be successful, we need to “communicate” the brand, and it starts from the inside out. Learn the core values of our company. Know our brand promise. Exceed customer expectations. “Live the brand.”

OUR CORE VALUES...WHO WE ARE

These are the values that are intrinsic to our organization. They make us who we are. They guide us in all that we do.

- Integrity
- Financial Discipline
- Respect for Co-workers
- Customer Focus
- Environmental Responsibility
- Social Responsibility

OUR BRAND PROMISE

Glatfelter PEOPLE will use their experience and technical expertise to develop, produce and support specialized, innovative, value-adding products and services.

WAYS TO LIVE THE BRAND

We’ve developed six ways that will enable you to fulfill our brand promise to our customers. When you include these six “Ways to Live the Brand” into your approach to your job, the results will be incredible – and rewarding.

Find Solutions

Challenge the status quo. Get creative when confronting problems. Face challenges with new thinking in ways that improve both Glatfelter’s and our customers’ business.

Think Ahead

Be proactive. Take time to think about ways to improve how we do business. Planning is an important part of all of our jobs.

Dare to Let Go

Be willing to do things in new ways. Take the best of current practices and combine them with innovative ways of solving problems.

Act Decisively

Opportunities need to be identified and developed quickly. Take great ideas and turn them into action.

Show Your Passion

Make our customers’ aspirations your own. Continually imagine new and better ways of reaching goals and breaking barriers. There is no greater thrill than surprising customers with innovative solutions to get them to where they want to go.

Do Whatever it Takes

Develop a “yes we can” attitude to exceed customer requests. Let’s make customer satisfaction and loyalty our No. 1 goal.



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Glatfelter PEOPLE GO ABOVE AND BEYOND.

Think “team.” Living the brand is only possible when we embrace our jobs together as a team. As the most important part of the Glatfelter brand, Glatfelter PEOPLE need to perform their jobs and support customers through a team approach – working together we can go far.

As part of the Glatfelter team, you represent a brand with a strong reputation for excellence and innovation. Your day-to-day efforts help us advance our leadership position in the industry.

Glatfelter PEOPLE

Specialized.

Experienced.

Valuable.

Proud.

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YOU MAKE THE DIFFERENCE

This is an exciting time to be working for Glatfelter. We have a clear vision of where we are going and how we are going to get there.

You have the opportunity to be a major part of our company’s success like no other time in our company’s history. By living the brand, you will contribute to customer satisfaction in your own way. You will help us continue to grow and be the best that we can be.

What we do and how we do it will make all the difference in distinguishing Glatfelter as the global supplier of choice in specialty papers and engineered products.

