

Company principles

There is no action for which no-one is responsible.

- Otto von Bismarck -

Our company principles

In keeping with our vision – “The world of Roth is composing technologies for solutions full of energy” – our values and mission are embedded in the Roth company principles.


Family-owned company Roth is all about acting responsibly and cultivating long-term relationships.

- > familial*
- > dynamic*
- > responsible*



familial



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- › *Protecting and expanding our medium-sized family-owned company*
 - › *Supporting employees and standing up for their legitimate interests*
 - › *Thinking and acting as a team*
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We are and will remain a family-owned company. A familial atmosphere shapes our company culture. Direct contact with no reliance on hierarchies, quick decision-making processes, management consistency and long periods of employment are what set us apart. We tackle challenges as a team. Freedom to act independently is a given and taking the initiative is encouraged. Each individual employee plays a key role in our family-owned company.

dynamic






- › *Aligning our business activities with customer requirements*
 - › *Leading our markets in terms of expertise with quality and innovation*
 - › *Diversifying products, markets and technologies to create synergies*
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Our focus on customer requirements, our innovative expertise and balanced diversification make us a dynamic company. We quickly adapt to changing conditions, exploit the opportunities that come our way and make efficient use of our internal and external resources.



responsib

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- › *Manufacturing and designing products using methods that protect the environment and save resources*
 - › *Doing business fairly and playing a responsible role in society*
 - › *Allowing the companies and sectors to act independently and aim for success while considering the interests of the company as a whole*
 - › *Generating reasonable returns to safeguard our company's independence and accomplish our tasks*
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As a family-owned company, we place great value on sustainable and responsible business activities. We take responsibility for the processes in our companies, for our products, our employees, our business partners, the environment and society.

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