

RCGL Flywheel*

Investment

- Investing in the pro channel
 - Best-in-class products
 - New technologies
 - Valuable solutions
- Investing in people
- Investing in acquisitions
- Optimizing efficiency

Profit

- Financing our future growth
- Providing value for our employees
- Helping to grow our culture



Excellence

- Executing on our investments
- Innovating from start to finish
- Developing manufacturing processes that ensure unrivaled quality
- Planning for customer delivery

Leadership

- Emphasizing quality, service, support, and training
- Protecting the planet through social responsibility
- Maintaining longstanding relationships
- Creating valuable, consistent programs
- Ensuring product availability
- Advancing customer profitability

* "Good to Great," by Jim Collins