

think, feel and act

**THETFORD**

Discover how our DNA  
creates opportunities  
to improve the mobile lives  
of people worldwide.



Introduction of the Porta Potti (1968)



Acquisition of Spinflo (2005)



Introduction of Thetford absorption fridges



Mr Frank Sargent invents a camping toilet, the basis of the world-known Porta Potti (1960)



Invention of the Cassette Toilet (1988)



Acquisition of Tecma (2004)



500,000 absorption refrigerators sold (2013)



New headquarters and production location in Etten-leur, the Netherlands (1973)



Thetford has truly changed the world of mobile living for the better and we'll continue to do so!



World's no. 1 toilet fluid



3 million Cassette Toilets sold (2007)



5 million Porta Pottis sold (2003)



Creating the best memories  
through great leisure products.

Meet the Thetford way.



Bringing total peace of mind  
to every RV user in the world.

Together with more than 800 Thetford colleagues we build  
the highest quality bridges between human desires and  
innovative, sustainable solutions.





Stéphane Cordeille, CEO.

‘With our open environment  
we stimulate the creativity.

If you can think freely,  
you bring a different outcome  
and can make the difference.’

#### Leading the change

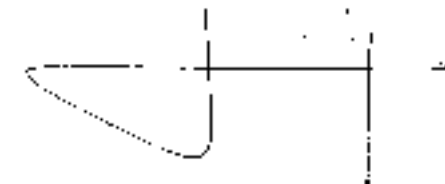
The world around us is competitive and changing. In anticipation of this, we have to look forward. We navigate on vision and take educated risks, as part of our entrepreneurial spirit. Together we strive for the common goals.

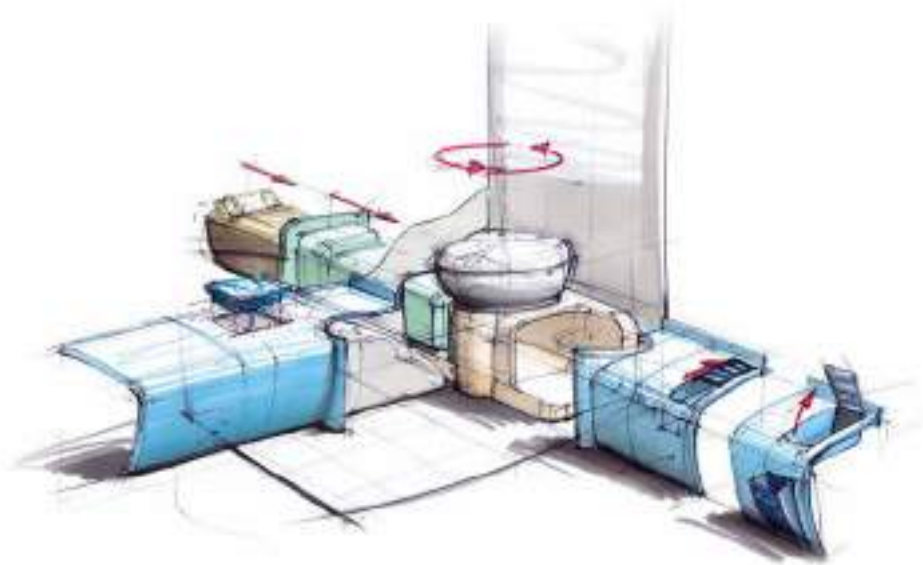
#### Deeply connected

These common goals are reaching the next level in mobile living, together. I feel personally attached, and also see this in the typical Thetford identity. We are strongly connected to each other and our company. I believe this is a result of the open, casual and joyful environment we create.

#### Open up and be creative

Our open atmosphere stimulates us to get the most out of each day. Creativity opens up new possibilities. It makes us alert, agile and fast in decision taking. This is what makes us different from many others, and also makes us who we are. Enjoy!





We develop products and solutions  
that matter the most.

Great product and service solutions regarding sanitary,  
water management and kitchen solutions always created  
in deep collaboration with colleagues, partners,  
customers and consumers.





### Just be yourself

To keep it simple, our human capital at Thetford is that you can be who you are. This distinguishes us from others.

### Fit for the future

We encourage you to be fit in your set of skills, fresh in your learning behaviour and as a consequence have fun in what you do.

### Embracing new ideas - all the time

Most companies advertise an open door policy. We not only have it, we also stimulate an open mind policy.



Bartho Anderson,  
Sr. Director Business Development & HR.

‘Everyone can manage routine.  
We are looking for people  
that can cope with surprises.’

A handwritten signature in black ink, consisting of a stylized 'B' followed by a long horizontal stroke and a small 'S' at the end.



Our values are part of our DNA.  
They guide the way we work with our business partners,  
within our markets and with each other.



Discover how we work together  
to make worldwide impact.









# EXPLORE OUR VALUES



ENTREPRENEURIAL SPIRIT  
AT EASE IN CHALLENGING TIMES  
OWNERSHIP  
CUSTOMER FOCUSED  
PASSION FOR WINNING  
SIMPLE AND DIRECT



Entrepreneurial spirit



Change happens  
when you take the first step.



## Entrepreneurial spirit



Fabrizio di Piazza, Sales Manager Italy.

‘I have the freedom and the possibility to do things differently. I feel encouraged to try and then it is okay to make mistakes and learn from it.’

### Think ‘Entrepreneurial spirit’

I see opportunities and explore alternatives.

### Feel ‘Entrepreneurial spirit’

You feel passionate and dare to take on the challenge. You encourage others to do so as well.

### Act ‘Entrepreneurial spirit’

You take initiative, take calculated risks and execute to try, to learn and to grow. You walk on the bridge while building it.

At ease in challenging times



We love dynamics in our work.

We stay in control, we seek the possibilities  
and we maintain harmony.

When the direction of the wind changes  
we build windmills whilst others seek shelter.

## At ease in challenging times



Victor Haans, Engineering Manager.

‘Our organization changes,  
driven by vision and inspiration.

This asks for new approaches.  
Embracing change is accepting  
that you have to start over again  
and to learn. At Thetford I feel  
encouraged to discover this and  
I dare to do things different.’

### Think ‘At ease in challenging times’

Life is full of changes. We always find ways to cope with changing circumstances. We learn from them, we see opportunities and we grow with them.

### Feel ‘At ease in challenging times’

We love challenges. There is never a dull moment.

### Act ‘At ease in challenging times’

You try to do things differently, you try new things and embrace the changes that are coming. You invest time in yourself and your (internal or external) customers and together you move forward.







## Ownership



### Think 'Ownership'

You have a clear view on what you need to achieve our shared goals. Own it and make things happen.

### Feel 'Ownership'

You care about your work and the organisation. With an open mind and proactive attitude you make the difference and show better results. It feels like it's yours.

### Act 'Ownership'

We make clear agreements, we hold ourselves accountable for our actions and we show our learning capacity.

## Ownership



Nicola Jenkinson, UK Customer Care Manager.

‘At Thetford I can be honest and speak from the heart. Honesty promotes trust. By trusting each other we work well as a team. Reaching goals as a team, but also making mistakes as a team and learning from them. It’s about wanting the best for the people around you and inspiring one another.’





## Customer focused



Blake Wang Lin, Technical Sales Representative China.

‘We sell solutions to make RV life easier.

It’s nice and fun to help people finding ways to make RV life easier. Because we do this with many people, customers, colleagues, suppliers.

We are serious in serving our customers, but we can do this with fun!’



## Customer focused



# What is best for our customers drives our every-day work.

The customer will always be crucial and we attach great importance on long-term relationships.

### Think 'Customer focused'

The more you know about the customer, the more able you will be to help out and meet or even exceed their expectations.

### Feel 'Customer focused'

We always feel committed to the customer. We want to deliver the best product or service. If an issue occurs, we are creative at finding solutions. In the end the customer feels satisfied with the way we have dealt with it.

### Act 'Customer focused'

You are easy to do business with, as a colleague and as an organisation. You value each customer, listen carefully and have an open mind. You create an excellent customer experience.



Passion for winning



## Good. Better. Best.

Winning doesn't always mean being first,  
it also means you're doing better than you've done before!



## Passion for winning



Dennie van Opstal, Plant Manager.

'At Thetford you can make the success yourself. If you put your head above the ground then there is a road at Thetford that you can walk.'

### Think 'Passion for winning'

You have a competitive mindset to be the best in business.

### Feel 'Passion for winning'

You have the instinct and drive to reach shared goals. You continuously want to improve, you explore new horizons and create added value.

### Act 'Passion for winning'

Show courage and challenge yourself. Growing starts at the end of your comfort zone.



Winner of Baronie Business Award 2018 - Employer Branding.

Simple and direct



Just keep it simple.





## Simple and direct



Irene Viergever, Aftermarket  
Sales & Marketing Manager.

‘Open and constructive discussions are embraced in daily communication, at all levels. As a result relationships remain strong and valuable. Next to being honest, open and direct in communication; the approach to just start and do it works for us. Get started and learn by doing.’

### Think ‘Simple and direct’

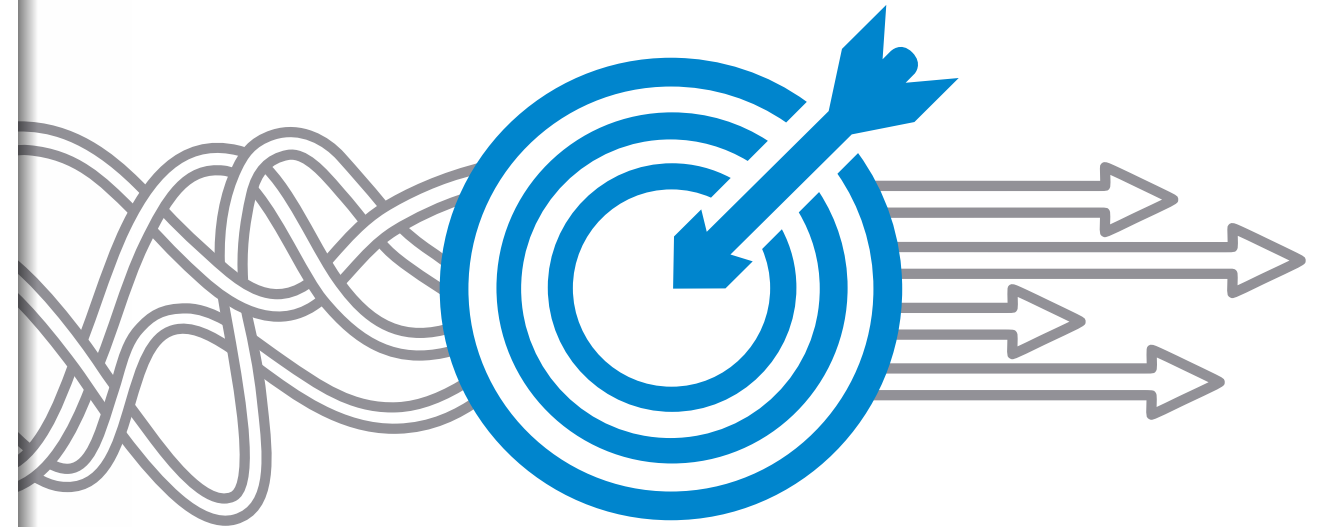
You have a logical, pragmatic and direct approach, both in your way of working and in your communication.

### Feel ‘Simple and direct’

You feel free to speak up and to be honest. You feel invited to come straight to the point and to search for the right focus and best fit solutions for you and our organisation.

### Act ‘Simple and direct’

Go for the best fit and just do it.




# Every single person at Thetford makes the difference.

While we come from different backgrounds and cultures,  
we all have and share the same values in the way we  
work with each other.

We do not just make products, we create them.  
Every step we make together with our colleagues.  
We imagine, create, develop, produce, transport and  
support. We work together with thinkers and with doers,  
so we can act global, think local and do what we love.

What you love.





Our people make the difference  
and this makes Thetford a unique and  
down to earth company to work for.

Think local, act global.  
Collaboration is key.





Being Thetford means being part of  
an innovative human-focused team.

**Enjoy it and keep on going.**