



RED ROOSTER LIFTING

Our Vision

To be the Supplier of choice for all types of powered lifting and load measuring equipment by delivering quality products at the agreed price within the agreed timescale and being determined to go that bit further to exceed our customer expectations.

Our Mission

To build long term relationships with our customers and suppliers by providing a solution to lifting and load measuring equipment problems whilst enhancing safety, productivity and sustainability. We achieve this by employing highly trained, knowledgeable and experienced staff, working with the best partners and providing an unbeatable service and quality equipment, all at an affordable price.

Our Values

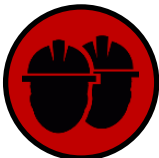
Our core values focus on:



Winning and retaining customers by providing and developing equipment and services that offer the best value in terms of safety, quality, reliability and affordability.



Consistently demonstrating vision and belief in our employees that will encourage them to be part of the Company's common purpose, take pride in what they do and embrace our business ethics.



Providing a stable environment with good safe working conditions to prevent accidents and incidents, safe guard our employees and make sure they return home unharmed.




Conducting our business as responsible members of the community, observing our legal and statutory duties whilst helping to achieve environmental and social wellbeing for current and future generations.



Working in an open teamwork environment with shared responsibility whilst promoting excellence and striving to be the best while respecting and treating others as you would expect to be treated.



Seeking mutually beneficial relationships between ourselves and our customers, suppliers and contractors while being mindful of the return to stakeholders and ensuring the longevity of the Company.

Signed.....

W AITKEN
Managing Director