

L2 BRANDS CORE VALUES



OUR CUSTOMERS' SATISFACTION IS OUR GREATEST STRENGTH

- We're thankful for all our customers and recognize that every employees' actions impact our customers' satisfaction
- We make the L2 Brands experience memorable for our customers by making them feel like part of the L2 family
- We do what it takes to exceed our customers' expectations in product quality, service, delivery and ease of doing business
- We provide our customers with superior responsiveness and communication



WE CREATE & INNOVATE TO WIN

- As a fashion and graphics driven company, creativity and innovation are the lifeblood of our success
- We strive to develop the full potential of all employees' creative talents and encourage individual initiative and new ideas



100/0

Every day we bring 100% to work, we are 100% responsible for our actions and attitude, we make zero excuses.

- Business competition is fierce. As an American manufacturer, we must work harder and smarter than our overseas competitors; our jobs depend on it
- We come to work each day prepared mentally and physically, personally and professionally
- We work hard. We work smart. We hustle. We embrace Continuous Improvement. And we give our best no matter how difficult or mundane the task
- We take pride and ownership in the work we do every day



WE HAVE A TEAM MENTALITY

- We build trust by being upfront, respectful, caring and honest with each other
- We require open communication and diverse viewpoints
- Team members willingly buy in to decisions, share knowledge and collaborate with common goals in mind
- We have a sense of shared values and a strong feeling of identity within our team
- We stay accountable by doing what we say we are going to do. If we make a mistake, we own up to it and learn from it
- Our team is focused on results and achieving L2's goals
- We develop meaningful friendships within the L2 community



WE'RE COMMITTED TO MAKING A DIFFERENCE

- We recognize our obligation to make a positive impact for our work force and our local communities
- We incorporate environmentally responsible practices to protect our planet through our owned and operated facilities, our supply chain, and our products and packaging