



VISION

To build Tai Ping into a modern, global premium brand that is unrivaled in its industry, and to continue to execute an ambitious strategy for the future to ensure the brand remains without peer. Recognised and respected worldwide for quality, artistry, design and outstanding customer service, Tai Ping will continue to post annual growth in sales, market share and operating income.

VALUES

Integrity applies equally to our high standards for product quality and corporate governance. The Tai Ping brand envisioned can only be achieved with an unwavering **Commitment**. **Excellence** is a given; and the foundation on which the brand is built. We distinguish ourselves in everything we do, from design to manufacturing to customer service. We rely on **Teamwork**—each completed carpet comes from the partnership and passion of countless individuals. **Social and Environmental Responsibility** is a cornerstone of our philosophy: we are committed to the people who work with us and are stewards of the international lands on which we operate.

