

Genan Company Policy

Genan is the largest recycler of end-of-life tyres in the world. The business concept of Genan is to process what would otherwise be a waste product into new, valuable raw material – fulfilling the needs and requirements of both new and existing customers. With end-of-life tyres (ELTs) as input material, Genan manufactures uniform, high-quality and virtually dust-free rubber powder and granulate. During this high-technology production process, Genan furthermore recovers textile fibres and steel of very high quality.

In harmony with the context of the organisation, this company policy communicates the strategic direction of Genan Holding A/S and all Genan subsidiaries – internally as well as externally. Genan aims to be a professional and reliable business partner, founded on committed and passionate employees working in a dynamic and inspiring environment.

Sustainability is the core value of Genan, and we are committed to striving for a sustainable future and a greener planet in the choices we make. Genan aims to further the recycling of end-of-life tyres in the environmentally and economically most beneficial way. Believing that true recycling requires processing at a level where the output can substitute virgin raw material, Genan is continually investing time and resources in improving and identifying new applications for its products.

Genan's company values are Transparency, Quality and Innovation. These values underpin every part of our business and business processes. Through transparency and open dialogue, we invite relevant national and international authorities as well as our stakeholders to get to know us from the inside. By always aiming for the highest quality in our work, we want to show our stakeholders that they have chosen wisely by liaising with us. Through continuous innovation, we strive to uphold our status as the ultimate development partner – with an eye to the future.

Genan commits to comply with all relevant regulations, obligations and legal requirements. Our communication with the authorities is transparent and cooperative. Genan commits to continuously improving and optimising performance in respect of quality, energy consumption, occupational health and safety as well as the environmental impact of all our activities. Through the Genan management system, we provide a solid framework of standards and targets for our employees to follow.

All Genan products are manufactured at fully automated, high-tech recycling plants. The Genan management system ensures continuous monitoring and improvement of all production processes – for a consistent output of clean, homogenous, high-quality products, boasting excellent properties.

Continually striving to improve our carbon footprint, Genan commits to protecting the environment and endeavours to make environment-friendly choices in our daily operations – in connection with both supply, purchasing, production and distribution of products. We continually optimise our energy efficiency, enhancing environmental performance to prevent and minimise pollution.

Health and safety is paramount to Genan. The physical and mental well-being of all our employees is top priority, as healthy, motivated, competent and environmentally conscious employees are our greatest asset – and an essential prerequisite for Genan's performance in respect of both productivity and profitability. Work safety is pivotal – and we strive to prevent any work-related injuries or ill health.

All above focus areas are deeply rooted in the Genan concept, and all employees are instructed and encouraged to support these goals. Resources required for the further training and education of staff in this respect are made available by Genan top management. Through systematic staff development initiatives, Genan aims to satisfy the ever-increasing demands of today and tomorrow, furthering the qualifications and competences of our employees.

The Genan company policy is regularly reviewed and updated. It is communicated to all internal and external stakeholders as well as other interested parties by being available on our website.

Viborg, 11 January 2021

Poul Steen Rasmussen
Group CEO