

STRATEGY

OUR COMPETITIVE GAME PLAN



Profitably grow Armstrong's thermal utilities solutions business by leveraging our specialized knowledge of select vertical markets.

FROM OUR CEO

Faith in God, Family and Job (in that order).

One of Armstrong's greatest strengths is our unwavering commitment to the values we share. These standards have shaped our family-owned company, and upholding them is what sets us apart, even after more than a century and five generations. Guided by our legacy, we remain firmly united as we move Armstrong forward to achieve our goals for the future.

-**Doug Bloss**, President and CEO



The Americas | Asia | Europe, Middle East, Africa

armstronginternational.com

ARMSTRONG INTERNATIONAL:
A COMPANY UNITED

THE MAIN THING



OUR UNIFYING CONCEPT

Create an enjoyable experience for every customer, partner, and employee.

MISSION



OUR PROMISE

Armstrong provides intelligent system solutions that improve thermal utility performance, lower energy consumption, and reduce environmental emissions while providing an enjoyable experience.

VALUES



WHAT WE BELIEVE

CORE VALUES: Faith in God, family and job (in that order), Honesty, Fairness, Respect, Trust, Loyalty, Dignity, Hard Work, Kindness, Fearless, Safety

DECISION DRIVERS: Swiftest, Simplest, Smallest, Surprises, Storytelling, Smiles, Sustainability, Spirit of Intrapreneurship

FOUR E'S: Environment, Energy, Education, Enjoyable Experiences

MOTTO: Do unto others as you would have them do unto you.

VISION



WHAT WE WANT TO BE

The Best Global Thermal Utilities Solutions Partner.