

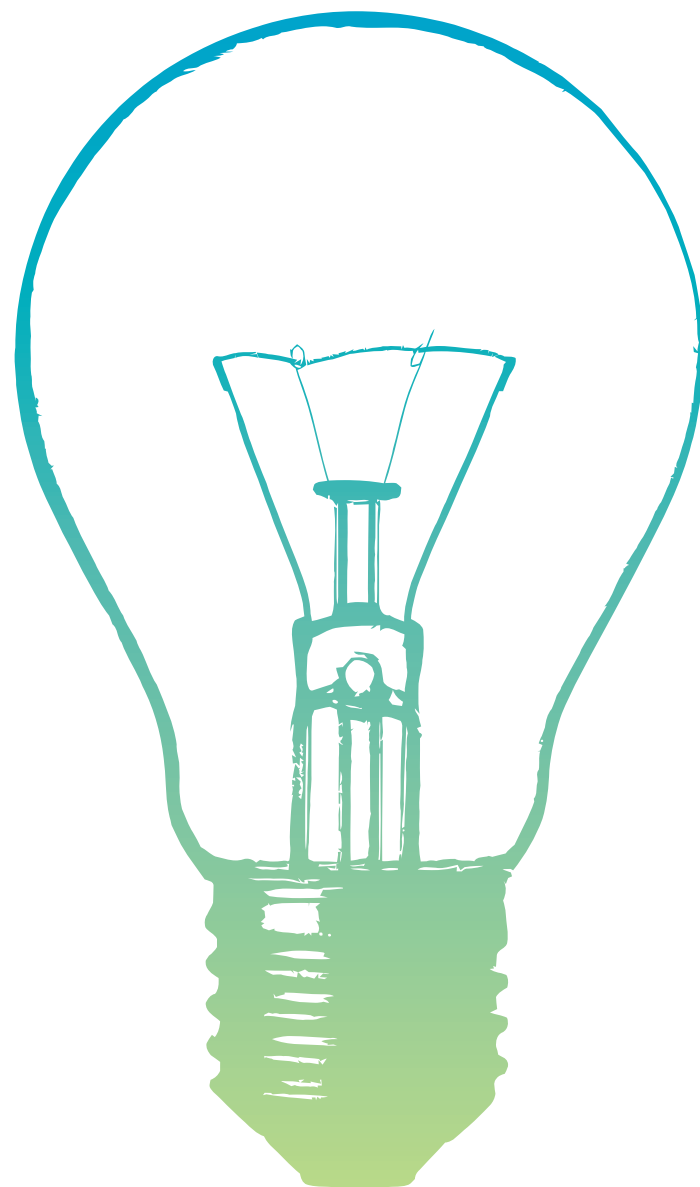
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Moving Together The Arteche Brand Book





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A NEW CHAPTER BEGINS

This book is meant to inspire, inform, educate, and above all, help us understand what Arteché is about. You, the reader, participant, and user of the Arteché brand, are responsible, along with the rest of us, for making it flourish.

And why should all of us together be responsible for this brand? Because it is the sum of our actions: everything we do - our products, our delivery times, our telephone conversations, our press releases, our emails - everything reflects on our brand image.

And this image is extremely important to how the sector, our current and future customers, our partners, our suppliers, and future colleagues view us.

Finally, it is the key to our self respect and pride that we belong to a company with a brand like Arteché.

INTRODUCTION

WOULD YOU LIKE TO TAKE A WALK?

You'll probably say that you are too busy, that you have a lot of urgent tasks. But I'm going to insist because I believe it is important. I'm not talking about meandering around. I'm talking about taking a path that shows us what Arteché is about.

Now you'll likely say that you already know the company. You know its products, where it operates, and even its turnover. And those facts are important. But we're not making this journey to see the most obvious side of Arteché. We are going to see its past, its future, and its soul - its reality and its aspirations.

Why these characteristics? Because the facts we mentioned before identify the perimeters of the path. These characteristics, on the other hand, are the consequence of a way of thinking and being and are at the core of the path we are following. They point to the goal and reflect the direction of our day to day activities.

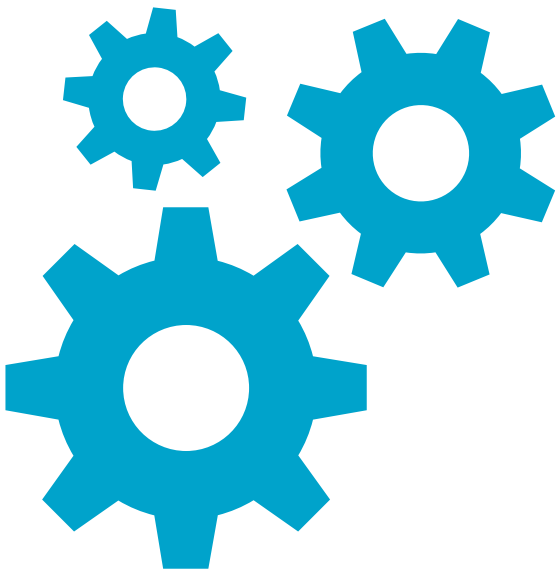
Now you'll say that to do this we don't need to embark on any journey, a few instructions will do.

And you would be right if it weren't for one thing. Arteché is not just the organization, its history, its products... Arteché is all of us who work in, for, and with the company. We make all of these things real every time we deal with a client, approve a new product, or make a press release.

INTRODUCTION

YOU
ARE
ARTECHE

That's why we all need to travel this road. It is a way to explicitly understand and value the scope of our objectives, our behavior, and our style. If we all understand this, then anyone who hears, sees, or interact with us will get the same message.





WHERE WE CAME FROM

THE BEGINNING

This path begins with the creation of Arteché. Today, it is a tremendous organization, but it began as an offshoot of its founder. It reflected him and his name. This clearly influenced its future, our current reality, and many of the things that we hope for and aspire to.

Arteché is much more than a business: it is a name, a history, a way of understanding the industry and business. Arteché was, after all, founded by people and is managed by people.

That is our strength.



OUR FOOTPRINTS ON THE PATH

Every year we have reached noteworthy milestones. We have developed and expanded products and services for electricity generation, transmission, distribution, and quality. We have made innovations and developments with regards to traditional products while keeping the future needs of electrical grids in mind. We have collaborated with universities, technical centers, engineering groups, and companies on four continents. We have arrived in more than 130 countries and our family boasts more than 2,000 members.

In other words, Artech is an active and dynamic company with uncommon initiative. But we want to keep moving forward. Towards new goals. With new ambitions.

Together.

To be even better. To compete better now that the world is more competitive and business more global.

Everything that has gone before is indubitably an achievement, a reason to be proud. Nevertheless, Artech's market is replete with huge companies offering similar products. They have tremendous production, reach, and capacity for innovation. They are recognized and celebrated throughout the world.

So why do we consider ourselves so special?





THE HORIZON BEFORE US

Our origin has branded us. And we didn't realize just how much until we stopped to think. We have always known the best way to accomplish something, and we have shown that. But now we've paused in our journey, and we've taken the opportunity to verify that we are on the right path.

We say "symbol of trust" because we really gave our word with each order and with each new product... and our customers responded. And not just by continuing to rely on us, but with their trust. And their appreciation, and not in vain. We are gratified by their positive opinions of our service, adaptability, flexibility, and response, as well as the relationship we maintain with them.

Not needed we think of our customers as partners, not just as strangers we sell products to. We want to help them meet their objectives by supporting them in that process, finding solutions to their problems, eliminating uncertainties, and as such, sharing their successes and exhilaration.

“Arteche is more flexible, it adapts better, finds the right fit”

“People based project”

“Our strength is the flexibility to the client”

“We are not a multinational that imposes”

“You take care of your customer, show your concern, give fast and flexible answers”

“We want to take ownership of a territory; the one of relationships.”

OUR BRANDING IDEA

This is what really makes us different. What we believe in. And regardless how much we grow or how many countries we expand to, it's what we want to maintain for the future. What we have been doing spontaneously up until now, we want to begin doing consciously.

To accomplish this, we want to take ownership of a territory: the one of relationships. That is the essence of all business between companies. It is the only non-tangible variable that is nevertheless capable of impeding the decision process. Because sometimes customers don't feel supported. They want and need something more than product and delivery times from their partners.

This is very good and a basic starting point. Nevertheless, it's not enough. What do we need to make our next step the right one? A sense of direction - an objective, a predefined path, a compass which always points north. Having a sense of direction shows an attitude. A non-conformist attitude outside the industry status quo.

Because if we were different from the very beginning and have our own style which our clients like, then why would we let others dictate how we should behave?

Focus on the customer, not on the product

Involvement with the customer, not just with your own objectives

Interactivity not limit ourselves to offer a particular product

You take care of your customer, show your concern, give fast and flexible answers

Focus on the long term, not only in the individual project

OUR BRANDING IDEA

In summary, we place the highest importance on relationships and have a keen sense of direction. If we combine the concepts the idea is clear: we walk shoulder to shoulder with our partners and colleagues, following this imaginary path that is the relationship itself - working daily towards a common objective, collectively overcoming the obstacles that may arise, setting the path to follow together, each contributing what they do best on the journey.

We are making the path together and together we will follow that path.

Every project is a journey and every journey an experience. An experience that helps us grow professionally in the relationship with the customer - our traveling companion. We develop our relationships on this path, and they evolve.

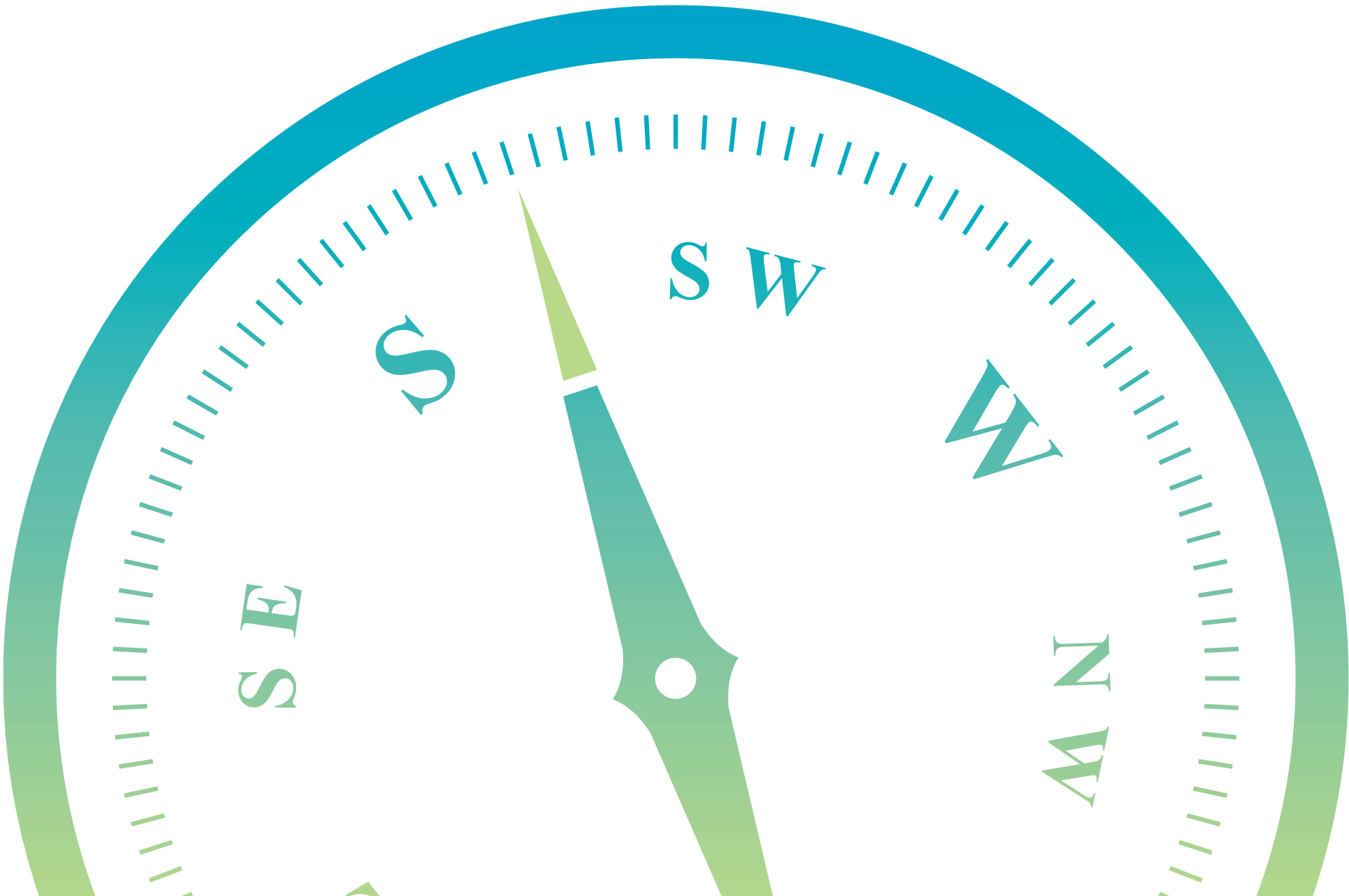
We understand that we are not just selling products and services for electrical grids, but also permanent relationships with our customers. Relationships which continue in subsequent projects, for later requirements, and for future events that may occur along the path of the relationship journey.

We understand that “the path” is not limited to one service request or quote, nor to the delivery of one product. It includes all of the steps, all of the decisions, all of the difficulties, problems, and challenges to be dealt within order to reach our objective.

As we said, that objective is not the product, but the satisfaction of the parties, the satisfaction of a job well done, professional growth...

This vision helps us to be more productive. It gives meaning to ethereal terms like “service”, “closeness”, and “trust”.

And all of this can be summarized in the one phrase:



MOVING
TOGETHER



1

Is an attitude

A positive state which mobilizes, energizes, and activates us all

2

Is our commitment to everyone

Our way of meeting commitments, of serving and delivering

3

Is our mantra

Inspiring and guiding us with objectives and relationships with everyone

4

Is communication

Communicating effectively what we believe in and what we fight for

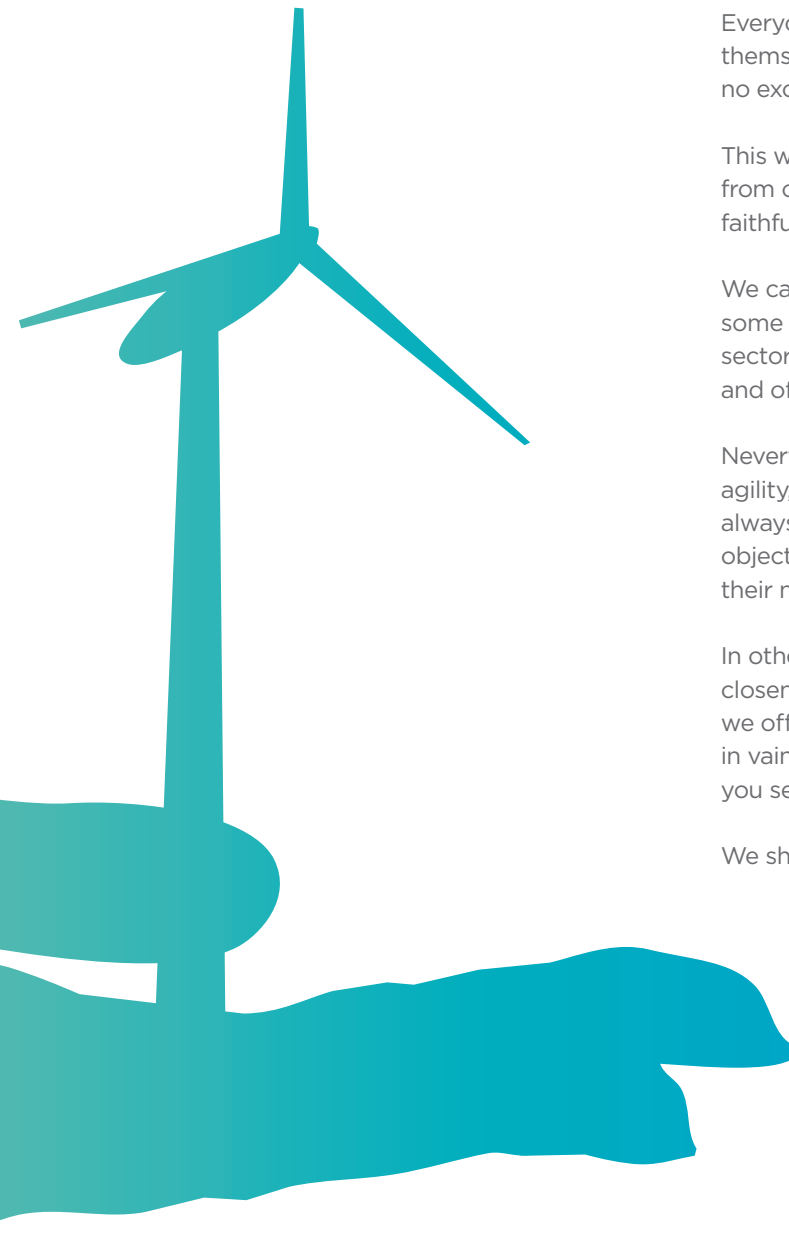
“Moving together” is a phrase we should always have in mind. First, because it encompasses everything we have said up until now. And above all, because it is the best guide for our daily work, indicating whether or not we are on the right path. It is our commitment: with our clients, with our colleagues, with our partners, with society, and with the surrounding communities.

But it is also an attitude of initiative, progress, improvement, involvement, service, and delivery.

Its rich significance and the values it communicates become the common thread of our discourse. It should be our compass, our north star, helping us to find the right path.

Because “Moving together” is:

OUR WAY OF MOVING FORWARD



Everyone has their own style and way of presenting themselves. It is different and their own. Arteché is no exception.

This way of being and expressing ourselves springs from our history, our values, and our beliefs. It is a faithful representation of our personalities.

We can define ourselves using all kinds of attributes: some are evident, and we share them with other sector professionals - we are capable, our products and offerings are competitive, we are innovators.

Nevertheless, what really differentiates us is our agility, flexibility, and our solution offerings. We are always professional, taking into account customer objectives and expectations. We are receptive to their needs.

In other words, what makes us unique is the constant closeness we maintain with our clients, the attention we offer, and above all, our shared identity. And not in vain, they are companions on our journey. How can you see that in our behavior?

We show that we are interested and receptive to

the problems and needs of our clients, our partners, and our colleagues. Not just with day to day issues, products, and delivery times... we need to go further, and understand their desires, and as such, provide personalized service.

We are also good natured and warm. Good relationships are made with friendly people that listen and support the relationship. We should never confuse aloofness with professionalism.

This not only translates to a firm handshake, but to the way we refer to ourselves with the customer: we need to make them see that we are one with Arteché. Say “we”, and reinforce it with “together” when appropriate.

We can exemplify this by speaking in a close, direct, frank, honest way, regardless of whether we are on a first name basis or use Mr., Ms., sir, or ma’am. This usage will depend on the level of familiarity and the relationship we have, as well as on the country's and culture's social convention.

THE HALLMARK OF OUR IDENTITY

There are a lot of us that are part of Artech, sharing the same path. We are colleagues, customers, partners, suppliers... it is important that we have a hallmark that identifies and differentiates us, that helps us to communicate our purpose, our values, and our attributes. Our visual identification, our logo, works.

The logo shows infinite number of paths in parallel with a common end; this multitude of paths evokes all of the relationships we maintain, all of the products and services that we offer and all of the geographic areas where we provide service. Not having an end represents our attitude to forever continue forward.

Visually, it appears as a technological, industrial, electrical symbol in keeping with Artech's colors - colors that have identified us in recent years - but updated and modernized to show Artech's commitment to continuous improvement.

The font, the letters used to write the name Artech, are printed in a rounded lower case favoring expression and understanding of its values - closeness, empathy and identification, and attention. The letters are gray, a tone representing the blending of all the others: of all of the parts of Artech.

Logo

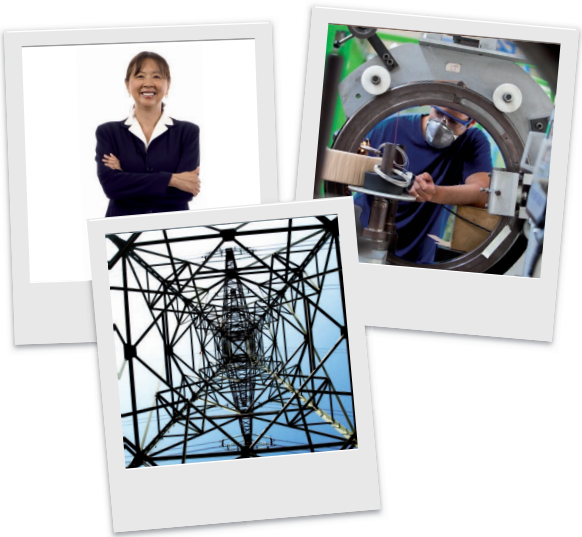
Tipography

Abc123
Abc123
Abc123

Colors



Photography



OUR CHALLENGE BEGINS HERE

We have come to the end of the Arteché Brand Book. An end which is really just the beginning of the journey.

The horizon is opening before us, and a multitude of paths and experiences of all kinds await: some gratifying and others not, milestones, limits, and rocks litter this path, this journey we are beginning.

Finally, we want to invite you to walk with a firm step, full of energy and hope, so that you enjoy each stretch of the road. Each time you get to the top of a hill, you look back and are filled with pride in what you see.



