



Daniel Lumber Company is dedicated to being a leader in the building material product, service and installation business. Our mission is to improve continually our products and services to meet our customer's needs. Allowing us to prosper as a business and to provide a reasonable profit for the continuation of our company.

Fundamental to success for the company and our accomplishment of our mission are these basic values;

People: Our people are the source of our strength. They provide our corporate intelligence and determine our reputation and vitality. Involvement and team work are our core human values.

Products: Our products are the end result of our efforts and should best serve our customers. As our products are viewed, so are we.

Guiding Principles: Quality comes first. To achieve customer satisfaction, the quality of our products and services must be our number one priority. Customers are the focus of everything we do. Our work must be done with our customers in mind, providing better products and services than our competitors. Continuous improvement is essential to our success. We must treat each other with trust and respect. Dealers and suppliers are our partners. The company must maintain mutually beneficial relationships with customers, suppliers and our business associates. Integrity is never compromised. Our company operates in a manner that is socially responsible and that commands respect for its integrity and for its positive contributions to society. Our doors are open to men and women alike without discrimination and without regard to ethnic or personal beliefs.