

## Our strategy

**Strategy in action**

**CUSTOMER VALUE**

SIG aims to deliver the right product to the right place at the right price in support of its customers' needs.

### EXECUTING OUR STRATEGY

- Expand coverage of specialist product offering
- Further develop own-label brands and value-add fabrication capability
- Wider use of pricing tools and enhanced pricing data
- Systematic and prioritised approach to renegotiate or exit unprofitable or unattractive business
- Review and manage spot pricing
- Introduction of carriage and ancillary charges where appropriate
- Management focus and training to drive compliance to target price levels

### LINK TO KPIS

**Like-for-like sales**

**Return on sales**

**Return on capital employed**

**Headline financial leverage**

**Lost work day rate (UK & Ireland)**



Read about our KPIs on pages 22 and 23

DELIVERING  
VALUE TO OUR  
CUSTOMERS



CASE STUDY:

*Delivering customer value in Air Handling*

Our European Air Handling business is building on its position as a leading distributor with unmatched product breadth through its focus on distribution, service and value. An expansion of the own-label products, trading as Cairox and Sufix, coupled with an extension of the e-commerce offering is enabling the business to deliver rapid sales growth supported by the operational efficiency which can be derived from leveraging the existing platform.

Market  
**€7-8bn**  
AND GROWING

FY17 revenue  
increased by  
**18.2%**  
FROM PRIOR  
YEAR TO £245.1M



 [www.sigairhandling.com](http://www.sigairhandling.com)