



FORTRESS FLOORS OF MICHIGAN CODE OF ETHICS

A. My Commitment to Professionalism:

1. To strive to operate with the highest standards while providing quality floor coating services using the Fortress Floor care products, equipment, and techniques.
2. To endeavor to maintain professional, trustworthy, and well-trained personnel.
3. To continuously pursue service improvement by seeking out continuing training and education.

B. My Commitment to the Customer

1. To recommend to the customer only those services needed to properly repair and apply protective coating to the customers specifications.
2. To treat all customers fairly throughout the service event.
3. To exercise all reasonable care for the customer's home and floor while we are present on the job.
4. To endeavor to meet or exceed the customer's expectations.

C. My Commitment to Compliance

1. To adhere to all local, state, and federal regulations governing the operation of a professional concrete coating business.
2. To obtain and maintain all licenses and permits required by law.
3. To meet and exceed all applicable regulations that ensure the safety of personnel.
4. To obtain all necessary and appropriate insurance coverage.

D. My Commitment to the Industry

1. To contribute to the elevation of standards within the concrete coating industry.
2. To actively support, contribute to, participate with, and uphold all the standards from Fortress Floors Corporate and Better Business Bureau, Grand Rapids Chamber of Commerce, and Home Builders Association.
3. To uphold the integrity of all members within the Fortress organization and concrete coating companies in the industry.

E. My Commitment to the Environment

1. To continually strive to reduce waste as well as the consumption of natural resources.
2. To minimize the use of hazardous and dangerous chemicals whenever possible.
3. To adhere to the tenets of the Clean Air Act by preventing non-compliant discharge of hazardous chemicals into the air.