

A close-up, profile view of a man with a beard and short dark hair, looking off to the side. He is wearing a bright orange high-visibility raincoat with reflective silver stripes on the shoulders. The background is dark and rainy, with raindrops visible on his face and the coat. The overall mood is rugged and professional.

supertouch[®]

Brand philosophy

Protective workwear
with a conscience

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**Protective workwear
with a conscience is
more than a line.** It is
the belief that guides
the Supertouch brand.

Introduction

About this book

This book explains what Supertouch stands for. **Protective workwear with a conscience is not just a line we use. It is the belief that guides how Supertouch operates as a business.**

At its core, Supertouch exists to protect people at work. But protection today means more than meeting standards or ticking boxes. It means taking responsibility for how our products are made, how they are used, and the wider impact they have.

This book brings together our purpose, mission, vision, values, and commitments into one clear direction.

It is for our teams, partners, distributors, and end users. It gives everyone connected to Supertouch a shared understanding of what we stand for and how that belief shows up in practice.

This philosophy is not a campaign. It is a decision filter. It should guide conversations, shape priorities, and help evaluate the choices we make as a business.



**Protection should
be done properly.**

Our belief

Protective workwear with a conscience

Protective workwear with a conscience is the belief that guides the Supertouch brand.

It means protecting people properly. Not just meeting standards, but taking responsibility for the impact of what we make and how we make it.

Protection is about real people, working in real environments, often in demanding conditions. It requires products that perform, but also decisions made with care, integrity, and accountability.

Having a conscience means thinking beyond compliance. It means considering materials, suppliers, partnerships, and long-term impact. It means making informed choices, even when those choices are not the easiest.

This belief shapes how we design products, work with partners, and grow the business. It is not about perfection. It is about responsibility, and continually doing better.

Why it matters

The world we operate in

The world of work is changing.

People are asking more questions about the products they use, where they come from, and the impact they have. Businesses are under increasing scrutiny to operate responsibly, transparently, and consistently.

In the industries Supertouch serves, protection is essential. Safety, performance, and compliance will always matter. But they are no longer the only expectations.

Partners need to trust the brands they work with.

Distributors need confidence in the products they stand behind.

Procurement teams must justify responsible choices.

Protective workwear with a conscience responds to these expectations clearly and honestly. It shows that Supertouch takes responsibility seriously, not just for safety at work, but for the wider impact of the business.

Because doing the right thing builds trust.

And trust is what long-term partnerships are built on.



**Doing the
right thing
builds trust.**

Our purpose

Why Supertouch exists

To protect people at work, while acting responsibly as a business.



Protection comes first

Keeping people safe is our starting point.



People before products

Decisions are made with real people in mind.



Responsibility beyond compliance

We look beyond standards and minimum requirements.



Long-term thinking

We make choices that stand up over time.

Our purpose guides every decision we make.

What we do now. Where we're going



Our mission

What we do every day

To design, source, and supply protective workwear and PPE that people can rely on, keeping them safe, comfortable, and supported in real working environments.

In practice, this means:

Putting safety and performance first

Making responsible choices in how products are made and supplied

Supporting customers with consistency, clarity, and trust



Our vision

What we're working towards

To set the standard for protective workwear that balances performance, responsibility, and long-term impact, earning trust across industries and communities.

Looking ahead, this means:

Raising expectations of what workwear should stand for

Reducing impact while improving quality and durability

Building long-term partnerships, not short-term gains

How this connects

*Our mission delivers our purpose today.
Our vision guides the decisions we make for tomorrow.*

How we behave

The standards that guide our decisions and actions.



Passionate About Safety

Safety comes first. We protect lives by designing products and processes that meet high standards and support real working environments.



Customer Obsession

We put customers at the centre of our decisions, delivering reliable products, clear communication, and consistent service.



Trust & Respect

We build trust through honesty and reliability. We treat colleagues, partners, and customers with fairness and accountability.



Togetherness

We work as one team, across departments and with distributors, sharing responsibility for success and supporting each other.



Sustainable and ethical

We act responsibly in how we source, manufacture, and grow, reducing impact and supporting fair and sustainable practices.



Positive Impact

We aim to make a meaningful difference beyond our products, contributing to safer workplaces and stronger communities.

Our values guide how we deliver our mission every day.

Balancing what matters

Our growth is built on responsibility. We focus on people, protect the planet, and deliver performance.

People

We protect lives and support the people behind our products.

- Safe, high-performing products
- Investment in skills and training
- Support for communities through the Balqees Welfare Foundation



Planet

We reduce environmental impact across our operations and supply chain.

- Blue Sphere sustainability programme
- Responsible sourcing and materials
- Long-term reduction of waste and emissions



Performance

We build a strong, profitable business that can sustain long-term impact.

- High quality, reliable products
- Operational excellence
- Sustainable, scalable growth

Balqees Welfare Foundation

Protecting lives beyond the workplace

The Balqees Welfare Foundation reflects Supertouch's commitment to people beyond our products.

While we protect lives at work, we also believe in supporting communities where help is needed most.

Through ongoing charitable support, we contribute to initiatives that fight disease, provide education, and alleviate poverty.

What this means in practice

- Supporting access to healthcare and medical aid
- Funding education and opportunities for vulnerable communities
- Providing food and essential resources
- Contributing consistently, not occasionally

Why it matters

Responsibility does not end at the factory door. By supporting the Balqees Welfare Foundation, we extend our belief in protection beyond the workplace and into the wider world.



Blue Sphere

Our commitment in action

Our commitment in action. Blue Sphere is Supertouch's sustainability programme.

It brings our environmental responsibility into everyday practice, across product design, sourcing, and operations.

We are committed to reducing impact while improving quality and durability.

What this means in practice

- Introducing more responsibly sourced and certified, recycled materials
- Reducing waste and unnecessary packaging
- Improving energy efficiency across operations
- Working with suppliers who meet clear environmental standards

Why it matters

Sustainability is not an add-on.

It strengthens product performance, supports long-term growth, and reduces environmental impact. Blue Sphere ensures that our commitment to the planet is measurable, practical, and continually improving.





Looking ahead

A long-term commitment

Protective workwear with a conscience is not a short-term initiative. It is the direction we are building towards.

As the world of work evolves, so will we. We will continue to strengthen product performance, reduce environmental impact, support the communities connected to our business, and raise expectations of what responsible workwear should stand for.

Our belief remains constant. Our standards will continue to rise.

This is about building a business that lasts, earning trust over time, and continually improving the way we operate.

Because responsibility is not static. It moves forward.