



**Bundesverband  
Flachglas**

## **Mission Statement of Bundesverband Flachglas e. V.**

1. The most important tasks of BF are in the fields of
  - o *STANDARDIZATION and TECHNOLOGY*
  - o *PUBLIC RELATIONS and MARKETING*
  - o *LOBBYING and NETWORKING*.
2. BF advocates a *STANDARDIZATION SYSTEM* that permits, by stipulating of appropriate criteria, safe use of the products made by the companies in the flat glass industry.
3. The *TECHNICAL WORK* is coordinated with the responsible BF working groups. These working groups are committed to defining industry-wide standards in their respective fields, in order to ensure state-of-the-art use of the products in actual practice.
4. In its *PUBLIC RELATIONS* and *MARKETING WORK*, BF communicates the wide-ranging product benefits from its industry to the professionals and to the public / end users. This also includes exerting a positive influence on the public opinion-forming process. This is intended to generate greater attention and create a bigger market for the product ranges of the flat glass industry.
5. An important part of BF's PR work is internal communication with its members, partly by means of a monthly newsletter "e-transparent" and by an information database set up specifically for BF members.
6. *LOBBYING* is done by BF selectively in the shape of building up and nurturing networks. It seeks to further, by personal contacts, cooperation with other associations, institutions and groups, in order to affect political decision-making for the benefit of companies in the flat glass industry. Associations dealing with windows and facades are our natural partners, but others too – in some cases encompassing multiple trades – can also be considered.
7. The objective of BF is to count among its members the float glass manufacturers and coating companies and also the many manufacturers of toughened safety glass, laminated safety glass and insulating glass as well as major glass wholesalers and dealers.
8. BF is the spokesman of the flat glass industry. Its work benefits both its member companies and the industry as a whole.
9. BF is supported by both regular and supporting members. It has a high degree of industry penetration and is continually expanding its membership base. To perform its tasks, BF relies on the membership fees and unpaid activities of its members.
10. With its range of services, BF does not compete with (license) groups acting in the market. The services offered by BF are intended instead to complement them. BF harnesses tasks and by so doing achieves synergy effects for its member companies.