



PRIORITIES

- Putting our **CUSTOMERS 1st**
- **INNOVATION** through continuous product and process development
- **QUALITY** products on time every time
- Develop working **RELATIONSHIPS** with customers, employees and suppliers

➤ **P.R.I.D.E.**
Personal Responsibility
In Delivering Excellence

OUR VISION

To be recognised as the leading supplier of road safety products and signage in New Zealand.

OUR MISSION

To achieve profitable growth by exceeding our customers expectations, and providing innovative solutions of quality and value.

CODE OF CONDUCT

Will be adhered to all the time by every RTL employee without exception.



Roadsigns & Traffic Control Equipment Limited