

## Channel Partners Best Practice

MIKRO + POLO / Slovenia / Company with the most chemistry

### INITIATIVE SUMMARY

**Vision:** We turn business into a game to inspire growth and creating a better world and society. By infusing innovative strategies, fostering creativity, and encouraging collaboration, we aim to empower businesses to thrive in a competitive environment while simultaneously addressing societal challenges. Our approach goes beyond profits; it envisions a future where businesses play a vital role in addressing social and environmental issues, creating sustainable solutions, and fostering a harmonious coexistence between commerce and community.

**Mission:** We are concerned for the development and improvement of the health of human society. We are deeply committed to the continuous development and enhancement of human society's well-being by focusing on the improvement of healthcare services, fostering medical advancements, promoting disease prevention and awareness, and advocating for equitable access to healthcare resources. Our mission is to contribute to a healthier world where every individual can lead a fulfilling and healthy life, free from preventable illnesses and disparities in healthcare access.

**Values:** Passion, boldness, honesty, authenticity, sustainability and personal development. Certainly, the values of respect, accountability, transparency, and sharing emphasize the importance of treating others with dignity, taking responsibility for one's actions, being open and honest in communication, and promoting collaboration and mutual support.

### WHAT WERE THE DRIVERS OF THE INITIATIVE

#### MAIN DRIVER

Move the check mark on the right box

- Innovation ✓
- Efficiency ✓
- Environment ✓
- People first ✓
- Agility
- Customer value ✓
- Costs savings
- Ethics

#### SECONDARY DRIVER

Move the check mark on the right box

- Innovation
- Efficiency
- Environment ✓
- People first
- Agility
- Customer value
- Costs savings ✓
- Ethics ✓

### WHAT NEEDS DOES THIS INITIATIVE ADDRESS?

- **HEALTH:** We must meet all legal requirements and constantly improve our quality management, environmental management, and occupational health and safety (OSH) systems. We consult with employees and involve them in the preparation and implementation of measures.
- **ENVIRONMENT:** We must protect the environment, primarily through pollution prevention and waste management. We save water and efficiently use energy from renewable sources. We reuse environmentally friendly packaging.
- **WORKING CONDITIONS:** We guarantee safe and healthy working conditions. We want to prevent injuries at work and occupational diseases, so we eliminate and reduce risks. We build an employee-friendly, psychologically safe, and stimulating work environment.
- **SOCIAL RESPONSIBILITY:** Social responsibility is the only true path for company development, as it brings us a competitive advantage through greater employee satisfaction, strengthens business connections, brings new opportunities, and strengthens good relations with the community.
- **COMMITMENT TO QUALITY:** The company's management is committed to the development and implementation of the quality management system and the continuous improvement of its effectiveness. It provides the conditions for successful and efficient operation through employee development, adequate workplace equipment, control over work methods, and continuous quality improvement, also based on feedback from the market. This is also part of social responsibility.

### QUANTITATIVE / QUALITATIVE RESULTS, NEXT STEPS

- We are a paperless company, committed to minimizing our environmental impact by embracing digital solutions and sustainable practices in our operations.
- We have implemented a solar energy system, harnessing the power of renewable energy sources to meet our electricity needs.
- We have discontinued the use of cardboard boxes for certain deliveries to our nearby end-users.
- We are implementing a car-sharing initiative for electric vehicles to enhance our environmental impact by reducing carbon emissions.
- We foster a workplace environment that is inclusive and supportive of families, pets, and individuals from the LGBTQ+ community.
- We actively participate in charitable initiatives alongside the UPORNIK group.
- We have developed our own market web application, offering a vast selection of over one million products from our diverse product line. Embracing the digital age, we are actively engaging with the process of digitalization, working hand in hand with technology to provide our customers with the best experience.
- We specialize in developing advanced and cutting-edge smart laboratory furniture, embodying a modern and technically sophisticated approach. Our innovative designs pave the way for the future of laboratories, revolutionizing workspaces with state-of-the-art solutions that enhance efficiency, precision and overall capabilities.
- We advocate for increased awareness within the healthcare system about the importance of timely solutions and faster results. Our mission is to speed up healthcare services, ultimately enhancing patient experiences, improving outcomes, and promoting overall well-being.
- Our annual turnover demonstrated significant growth over the years: in 2020, it reached 21.3 million euros, followed by 28.7 million euros in 2021, and further increased to 33.4 million euros in 2022, showcasing consistent financial success and stability over this period.

### TESTIMONIALS

"All employees have the same goal – we all strive for quality of our products and for users' satisfaction. If we all aim at the same target, success cannot escape us."  
MK

"Have fun! This is my motto. Whatever we do in life, it has to be spiced up with a touch of fun. Personally, parties mean a lot to me, they keep me young. As an event manager I make sure that I pass on this ease and youthful positive energy to others. You have to have fun in life!"  
DG

"I believe that for the good cooperation you need to free yourself from fear, intimidation, your ego and selfishness. All of the above disables and limits us. In order to co-create with your heart, to cross boundaries and step out of the box, you really have to believe in the good in others, believe that you can learn something from every person and that every person is better than you in something."  
PC

"Under the preparation and implementation phases, your company demonstrates that you are excellent experts, ready to listen to a customer's needs, flexible and capable of finding an optimal solution in any situation. We got more than expected from the cooperation. You are an exemplary business partner, recommended for everybody."  
Prof. Ph.D. Borut Božič  
Fakultät für Pharmazie, Ljubljana

Lab Interior convinced us with a fresh design, which we were able to adapt in color to our corporate identity. We are very satisfied with the quick delivery, the professional assembly and the on-site support.  
Dr. Dirk Vollenbroich, Minerva Biolabs, Berlin

### PICTURES

