

Gum Base Co. –Vision, Mission & Values

Our Vision

To lead the global gum base market by delivering high-performance, innovative solutions that support and elevate the worldwide Chewing Gum Industry.

Our Mission

As the Perfetti Van Melle Group's center of excellence for gum base, we support GBS, GBI and GBR by providing expertise in:

- Quality Assurance, Quality Control & Food Safety
- Procurement & Supplier Management
- Industrial Product Development
- Production Systems
- Standard Costing

Our mission is to empower the Chewing Gum Industry with state-of-the-art gum base technologies.

We achieve this by:

- Investing continuously in research and innovation
 - Using our resources efficiently and responsibly
 - Leveraging deep technical knowledge of gum base and its ingredients
 - Building strong partnerships with suppliers and customers
 - Creating a workplace based on trust, respect, and professional growth
 - Acting with environmental and social responsibility in all our operations
 - Generating sustainable value for the Perfetti Van Melle Group
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Our Values

To fulfill our mission, we act with clarity, courage and an entrepreneurial mindset. Our values guide every decision we make.

Integrity

We operate with honesty, transparency and respect in all interactions—with colleagues, partners and customers.

Excellence

We strive for outstanding quality in everything we do. We continuously improve processes, innovate our technologies and use resources responsibly to deliver superior performance.

Customer Focus

We listen to our customers and anticipate their needs, offering high-quality, advanced and reliable solutions that add value to their products and markets.

People First

We believe that diverse skills, backgrounds and perspectives drive innovation.

We nurture teamwork, open communication and a positive, inclusive atmosphere.

We encourage initiative, empower our people to grow, and ensure a safe and healthy working environment that meets all regulatory requirements.

Social & Environmental Responsibility

We act as responsible corporate citizens, contributing positively to the communities where we operate. We adopt sustainable practices to minimize environmental impact and support long-term environmental stewardship.

We contribute to the joint Sustainability Report with PVM Italy.

Independence

We pursue ambitious goals that strengthen the Group's long-term profitability, competitiveness and sustainable growth.