

Mission Statement:

At Dataflex, our mission is to empower individuals in their professional work life by designing and producing innovative, ergonomic computer workplace accessories that enhance comfort, productivity, and well-being. We are dedicated to delivering forward thinking solutions that adapt to the evolving needs of people in the modern workspace, whilst leaving the smallest possible footprint on our planet.

Vision Statement:

Driven by a commitment to excellence, Dataflex envisions a future where workspaces seamlessly blend functionality, comfort, and sustainability. By continuously exploring ergonomic design, we aspire to be a pioneer for workplace accessories, creating environments that inspire creativity, foster collaboration, and promote overall employee satisfaction. We want to be the global benchmark for how businesses in our field operate. With continuous integrity, accountability, and a profound respect for every encounter, our commitment is to leave a positive imprint on every aspect of our journey.

Values:

- **Honesty and Transparency:** We pride ourselves on being the most honest and transparent manufacturer in the industry. Our commitment to integrity extends to every aspect of our business, ensuring trust and openness with our stakeholders.
- **Sustainability:** As stewards of the environment, we actively pursue sustainable practices. Our B Corp certification reflects our dedication to balancing purpose and profit, minimizing our ecological footprint, and contributing to a more sustainable future.
- **Innovation:** Grounded in a legacy of innovation, we continuously push the boundaries of design to create ergonomic solutions that anticipate and meet the evolving demands of the modern workplace.
- **Well-being:** We prioritize the well-being of the individuals who engage with our products. By focusing on ergonomic principles, we contribute to the health and comfort of employees, fostering a positive and productive work experience.
- **Community Engagement:** With a rich family legacy spanning four decades, we are committed to making a positive impact on the communities we serve that goes beyond doing business. Through active engagement and social responsibility, we strive to contribute to the betterment of society.

Pay off:

Feeling at Work

This phrase captures our core ethos, emphasizing the importance of emotional and physical well-being in the workplace. At Dataflex, we believe that when individuals feel comfortable and supported in their work environment, they are empowered to thrive and contribute to a more harmonious and productive professional space.