



Danellandia
The world of real values
The world of Peace

FAIR DEAL CHARTER

Fair Deal Charter – people

We respect our customer and supplier as human beings and partners and will apply the principles of:

- justice: we treat our customers and suppliers as we would like to be treated ourselves
- respect: we will not damage their dignity or privacy for the sake of money
- fairness: we keep a balance between the interests of our customers, our suppliers, our shareholders and ourselves
- honesty: we do not sell products that have deliberately hidden defects or that can be damaging to the customer (if they may involve a risk of damage we duly inform the customer)
- liberty: the customer or supplier cannot be forced to buy, sell or use any product against his will
- consideration: we realize we need to serve our customer and supplier well and we cannot consider them as mere money-generating agents
- humanity: we put people first and not money
- truthfulness: we do not say our products have certain advantages or characteristics if it is not true
- trustworthiness: we comply with the clauses of our warranty or with the promises made in advertisements or other marketing publicity
- fair trade: we do not exploit our workers, suppliers or people involved in the production of our products
- guidance: our marketing guides and advises the consumer and does not mislead him
- solidarity: we assign part of our profits to helping people and/or countries in need.

Fair Deal Charter – Nature

We respect Nature as a partner and will apply the principles of:

- justice: we do not damage Nature unnecessarily and we maximally reduce or phase out the pollution caused
- respect for Nature: we do not harm Nature just for the sake of money
- Nature-mindedness: we use as many natural products and ingredients as possible that are not damaging to Nature and we will reduce or phase out any process or products that harm Nature
- health: we agree that the health of Nature means the health of people and we therefore promote production processes that do not harm Nature or people
- sustainability: we invest in renewable raw materials and/or in renewable energy
- partnership: we consider Nature to be a partner and we realize we need her for a sustainable and healthy future
- Nature care: we assign part of our profits to projects in Nature care.

Danellandia Peace Foundation
www.danellandia.org