

Proud to be part of something great

Our Code of Business Principles



Our AAE



“As Long as you’re surrounded by the right people, the rest will come naturally.”

Former Director and Owner

“It makes me happy every day, to be working with international customers and breaking down new barriers and opportunities.”

Business Manager Grauel GmbH



“AAE is a people’s company. My passion lies in educating young people and getting them excited about the profession.”

Teamlead Production

“AAE give me opportunities to grow and reasons to stay.”

Production Planner



Our Family

Our story begins more than 40 years ago...

...starting as a small-scale innovative family business led by William Pijnenburg, AAE has rapidly grown out to be a leading company within the region. Apart from manufacturing groundbreaking high tech solutions, AAE distinguishes itself from its competitors by staying true to its long standing culture and values.

Working at AAE is being part of a close team: always together, never alone. Where being open-minded, transparent and always going the extra mile is part of our DNA.

Our code of Business Principles reflects this mentality. We all carry the responsibility to take these business principles into account in whatever we do. Together we are able to not only advance AAE as a business, but also make a positive impact on both a local and global level.

We are proud to be part of something great!

Pijnenburg Family

Our Vision



What I think about why I love managing AAE, is reflected in the document that is in front of you. For decades these business principles have formed the natural basis of our AAE culture. The structure of the Code and the many examples used in it reflects this.

Feeling at home at AAE and being yourself also means taking responsibility for our business principles and speaking up when needed. Together we are able to move the world happily forward by setting such high standards for ourselves and our stakeholders. This way our Code of Business Principles does not only protect AAE and its employees, but also helps us to have a meaningful impact on the many people across our value chain.

I am convinced that this document accurately represents what AAE considers important, but I will always remain open to improvements and suggestions as to how we can take our responsibility.

I am proud to be part of something great!

Frank Mulders

Our Code

AAE Relies on five Business Principles

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***Our People
Drive our
Organisation***



Why do we do it?

At AAE we care. We believe that a pleasant, healthy and safe work environment should be a priority. The well-being and development of our people is what is most important to us. Within our close-knit family business it is all about being part of the greater good.

AAE strives to inspire, motivate and engage its employees both socially and professionally.

We strongly support learning and personal growth and believe that continuous personal development helps the realisation of company goals. Employees are encouraged to take part in training programmes and studies. This allows everyone to be up-to-date with field knowledge and motivates them to reach their goals.

“The secret of AAE’s success lies within it’s people.”



What do we do?

We respect our colleagues.

We treat all employees equally and fairly.

We prioritise a safe and healthy work environment.

We highly value inclusivity and diversity.

We care about individual development and growth.

We invest in happiness and social engagement.



AAE employees rate the following statement with an 8.0:
“People of all genders, ethnicities and ages can succeed at AAE.”

AAE employees rate the following statement with an 8.2:
“I am proud of AAE.”





How do we make this happen?

Providing high quality education and training for employees on all levels.

Continuously improve with regard to health and safety on the work floor.

Routinely conduct research into employee satisfaction and well-being.

Stimulate the development of leadership, e.g. through our Young Leadership Programme.

Organise family days, celebrations and activities.

Engage students by offering internships and dual learning tracks on all levels.

Encourage, sponsor and participate in teambuilding activities.

Actively involve the Employee Participation Council.

Invite guest speakers to discuss topics relevant to AAE with employees.



***We value our
local and global
environment***



Why do we do it?

At AAE we take responsibility for our local and global community. We strive to have zero impact on the environment and expect our stakeholders to have a similar mindset. At AAE sustainability is always at the top of the agenda. There are green initiatives in AAE policy, projects and everywhere on the work floor.

Moreover, AAE aims to build partnerships and to put its stamp on the local community. By co-operating with schools, the municipality and the Brainport Region, AAE is able to make a positive impact on people by sharing knowledge about the high-tech industry.

In doing so we go the extra mile to move the world happily forward by providing ground-breaking high-tech solutions.

“Our employees are driven by the dream to make our world a better and happier place. Together with our customers, we can make this dream come true.”



What do we do?

We feel responsible for our global and local community.

We continuously aim to improve when it comes to sustainability and our environmental impact.

We do business with companies holding similar values on this subject.

We build partnerships and strive to contribute to our community.

We support green, sustainable or communal initiatives.



Get more information about some of AAE's sustainable projects and contributions.



How do we make this happen?

Actively make the switch to electric cars and solar panels.

Adopt the AAE Bright Green Programme for a carbon footprint of zero in 2022.

Work with the Brainport Region to share knowledge and further innovation.

Provide bicycles for employees to move around the premises.

Steadily adapt AAE culture to be more sustainable in all regards.

Sponsor and collaborate on projects concerning sustainability and innovation.

Make business decisions in an economic and resourceful manner.

Work with specific customers that play a part in sustainable development.



***Our business
is built on
integrity***



Why do we do it?

In many ways AAE has changed a lot over time. However, when it comes to preserving business relationships and fully understanding our customers' DNA, our culture stands strong. We act in an honest and transparent manner and always display accountable behaviour to our colleagues, customers and other stakeholders.

We foster close and long-standing relations and stakeholders can expect AAE to act with integrity at all times.

AAE certainly complies with all necessary laws and regulations and lives according to its own long-held moral standards.

“Partnering with interesting customers operating on a broad spectrum and within dynamic markets, that’s what energises us everyday!”



What do we do?

We conduct business honestly and professionally.

We comply with all necessary laws and regulations.

We avoid conflicts of interests at all times.

We always act with a high degree of accountability.

We do not let acting replace thinking.



AAE employees rate the following statement with an 7.6:
“Working customer-focussed is a priority.”



How do we make this happen?

We focus on understanding our customers' DNA.

Ensure the accurate and transparent recording and reporting of information.

Select and review our customers, suppliers and other stakeholders fairly and carefully.

Actively look into all business deals closed by AAE.

Offer and accept business gifts and donations in an open and responsible way.

Do business without accepting any bribes or inappropriate incentives.

Make sure interactions with public officials meet the expectations set out in this Code of Business Principles.

Encourage all AAE employees to speak up when needed.



***We safeguard
all assets***



Why do we do it?

At AAE, we highly value our business relations and partnerships. In order to safeguard such high levels of mutual trust and in order to truly understand our customers' DNA, AAE takes precautionary methods to preserve a great variety of assets of all its stakeholders.

Not only all physical assets, but also data, intellectual and industrial property are handled with the utmost confidentiality and care.

AAE expects our business partners to share this mindset and believes reliability and trust lies at the heart of any great and profitable business relation.

“AAE invests in creativity, innovation and development.”



What do we do?

We push technical boundaries.

We preserve our assets as well as those of our stakeholders.

We act responsibly at all times.

We highly value mutual trust in business relations.

We take precautions to safeguard data and intellectual property.

We are committed to deliver results.



68,5% of AAE employees state that out of all aspects they are most proud of the AAE products.



How do we make this happen?

Inform employees about the use of data and confidential information.

Commit to following applicable laws and regulations.

Aim to be at the forefront of ICT development.

Remain up-to-date with the latest privacy methods.

Work with renowned companies to prevent data leaks and cybercrimes.

Ensure all employees carry AAE identification.

Allow the use of company resources for business purpose only.

Use the correct forms of communication both internally and externally.



***We stimulate
openness and
speaking-up***



Creating a safe and pleasant workplace is our top priority. We want all members of the AAE team to be able to speak-up when they feel necessary to do so.

Speaking-up can be done either directly to a co-worker, supervisor or management, however it can also be disclosed in confidence to one of our designated confidants.

If in any case you don't feel comfortable you can report this to an external third party. The guidelines can be found on the AAE website.
(Under Construction)



**AAE employees rate the following statement with an 8.1:
"I can be myself at AAE."**

**AAE employees rate the following statement with a 7.3:
"I feel safe to address matters to my supervisor."**



If you have any questions or remarks about the content of AAE's Code of Business Principles these may be directed to:
businessprinciples@aaebv.com



The AAE Code of Business Principles has been adopted by AAE Management. Management reserves the right to evaluate and amend this code when necessary. This code applies to all AAE employees and shareholders as well as those of AAE's subsidiary Grauel GmbH Berlin.

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