



OUR VALUES

LEADING BY EXAMPLE AS A FAMILY

IDENTITY

Our strong market position is the result of a sustainable business strategy — shaped by values upheld by the owner family both internally and externally. These values form the foundation of our decisions — today and in the future.



Groundedness

Jokey is both tradition-conscious and modern. A global player with strong regional roots. We reinvest our profits. Our high equity ratio gives us stability in volatile markets — and agility when it comes to innovation, quality, service, and sustainability.



Appreciative Honesty

We communicate openly, honestly, and transparently. We view feedback as motivation to improve. Through appreciative honesty, we open up new possibilities for our employees. And we are a trustworthy partner for our customers, partners, and stakeholders.



Quality & Competence

Our pursuit of quality and competence accompanies us every day and in every area. It starts with simple things like diligence and order — and extends to the continuous development of the technical and personal skills of every employee, every manager, and every shareholder.



Responsibility **ecological and social**

As a family business, we take our responsibility toward people and nature very seriously: As a secure and crisis-resistant employer. As a guarantor of sustainable business practices. And as a pioneer in sustainable packaging and co-creator of ecological balance.