



GOLVBRANSCHENS RIKSORGANISATION, GBR
GBR SERVICE AB • GBR FÖRLAGS AB

Ethical rules for companies affiliated to GBR

GBR (**Golv**branschens Riksorganisation) is the nationwide Swedish umbrella organization representing floor layers, retailers specialized in flooring as well as suppliers and contractors. Within GBR you will find trade organizations such as GFF (**Gol**ventreprenadföretagarnas förening) and GLF (**Golv**leverantörernas förening).

All companies within GBR or companies affiliated to GBR should conform to the following ethical rules.

Ethical rules to be complied with by every company affiliated to GBR

- The company shall not undertake projects that conflict with the public conception of justice, or that can otherwise be considered unacceptable from a general point of view. An affiliated company shall promote sound competition and observe good marketing practice.
- The company shall market its products and services in a trustworthy manner based upon controllable facts. Expressions and wordings in marketing shall be on such a high standard that no judicial inquiry in relation to the Marketing Practices Act and other pertinent regulations can come into question.
- The company must not damage the good name of other parties or colleagues by expressing critical opinions about their products or services gratuitously and without grounds of fact.
- The company's commissions shall be characterized by correct business relations, explicit agreements and respect for competitors as well as customers.
- The company shall take up a strict attitude towards actions that create opportunities for contacts and relations, such as inappropriate gifts or journeys.
- The company must not engage or co-operate with anybody who, in a substantiated manner, works irresponsibly. What is called moon-lighting as well as jobs with grey labour shall be counteracted actively.
- The company shall fulfil its commission with sound business practice. All commissions shall be performed with the competence and resources required for the commission.

Place and Date

Signature, person authorized to sign for the company

Clarification of signature