

Guiding principles

We are an independent, medium-sized, owner-managed company based in a strong Swiss market since 1971. Our core business is in the fields of information equipment and advertising systems.

1. Customers

Our success comes from our service. This reflects the spirit of the craftsmen of yesterday. Our business grows along with our customers – the better the service we offer, the more their business, and ours, grows. The new customers we attract become faithful customers. With fair play, this is what happens.

Our focus is on our customers. It goes without saying that we offer fair and expert consulting. We take care to ensure a high standard of quality in our products and services. By combining our own efforts with the use of modern and efficient equipment, we aim to continually raise this standard.

Our customers are advertising agents, businesses, retail chains, building contractors, architects, trade fair organizers, public-sector bodies and tourism organizations.

2. Suppliers and subcontractors

Reliable suppliers and subcontractors build trust in a steadfast partnership – all in the service of our constant performance and quality.

3. Products and services

Our core competence is advertising systems. As a leading company in this field, we offer a broad portfolio of traditional and innovative products – which we can supply quickly and reliably even on a large scale. Our services range from large-format digital printing to vehicle graphics, illuminated advertising, construction-site advertising and point of sale (POS), to overall concepts related to signage systems.

4. Innovations

We find a well thought-out and unexpected solution for every task. This is how we develop ideas into new products. It is our innovation that secures our unique market position and ensures that our production resources are adequate to meet growing demands.

5. Quality

If a customer is satisfied with our service, he calls it quality. For each person, however, this can mean something different. So what a customer considers to be quality is something that the consultant must establish every time in an individual discussion. We aim to set the benchmark for the industry through our experience and curiosity, coupled with ongoing training and continuing education. With constant self-monitoring throughout the process and an innovative complaints management system, we are always on the ball when it comes to quality.

6. Employees

Historika's success is in the hands of its employees. Each one is expected to bring ideas with them. The interactions within our team culture nourish and build our corporate expertise. We foster a culture of freedom to act and well-being to encourage a creative climate in our offices. We offer modern employment conditions and a motivated but also human atmosphere.

7. Revenue

We aim to achieve a level of revenue that enables the continuing, dynamic and successful development of the company from funds we have earned ourselves. This secures the long-term independence of the company which is in the best interest of both the employees and the proprietors.

8. Protecting the environment

It is not only the environment that requires ecologically sustainable processes and products. Increasingly, our customers are also demanding this. It follows that environmentally friendly production and disposal of waste also acts to our competitive advantage.

9. Security

Security does not recognize half-measures. The protection of life and property is in the best interest of all of us. We therefore implement the statutory provisions with a healthy dose of common sense.

August 2017 – THE BOARD OF DIRECTORS