



# Why ATW Group is for you



 **SAPPHIRE**®

**MYDEK**®  
Non-combustible decking systems

# ATW Group

The ATW Group has been growing for over 30 years: Sapphire started in 1992, followed by MyDek in 2019. We live by our purpose of “innovation to prosper the community” which is embedded in all interactions internally and externally. Our people are proud to live by the company values every day whilst being stretched and rewarded.

Over the years the Group has transitioned from a small family business to an international group of companies with our products used in UK, Ireland, New Zealand, Canada and the USA.

Many employees refer to working at ATW Group as a “place like no other”, operating as the “ATW Family” we look after our people so our people in turn can look after our customers.



**Sapphire is 83%**  
**MyDek is 17%**  
of the ATW Group

# Our people – our number 1 asset

## **Our people, our priority:**

At ATW Group, we believe that our people are the heart of everything we do. We're committed to supporting and growing our team members, ensuring their wellbeing, engagement, and personal growth.

## **A culture of collaboration:**

Our diverse and eclectic team brings together a wealth of knowledge, experience, and skills. We believe that strong teams are built on a foundation of capable individuals who are eager to learn and grow.

## **The right fit:**

To achieve this, we use psychometric profiling tools to ensure the right people are in the right role at the right time. This helps both the individual and the business thrive.

**"Everybody across the group is willing to help and there is a unique focus on setting individuals up to succeed and to support them."**



# Our Sapphire values



## Deliver

We do what we say we'll do



## Initiative

We encourage everyone to use their initiative



## Appreciation

We show appreciation for both performance and commitment



## Learn

We stop to learn lessons and have the courage to change



## Support

We support each other and avoid blame

Sapphire is a trusted family firm committed to building lasting partnerships, delivering quality, compliant balcony solutions, and empowering our team in a safe, rewarding environment.

# Our MyDek values



## Learning

Always learning and innovating



## Impact

Creating impact and delivering results



## Freedom

Freedom to fulfil potential



## Trust

Constantly caring and trusting deeply



## Synergy

Partnering and transforming

MyDek® specialises in non-combustible deck systems for balconies and terraces, committed to building a safer future for apartment communities.

# Our culture & ethos

## Trust fuels success

A high-trust culture is the foundation upon which our high-performing teams thrive.

## Clear direction, clear goals

We set clear, challenging quarterly objectives for every individual, ensuring everyone understands what's expected of them and can track their progress.

## Accountability in action

We promote a culture of mutual respect and accountability, where we challenge each other to be our best selves.

## Embracing ideas, building trust

In our culture, there's no such thing as a bad idea.

*Compared with people at low-trust companies, people at high-trust companies report:  
74% less stress, 106% more energy at work, 50% higher productivity, 13% fewer sick days,  
76% more engagement, 29% more satisfaction with their lives, 40% less burnout*

$$\uparrow = \uparrow + \downarrow$$

Trust      Speed      Cost

AND

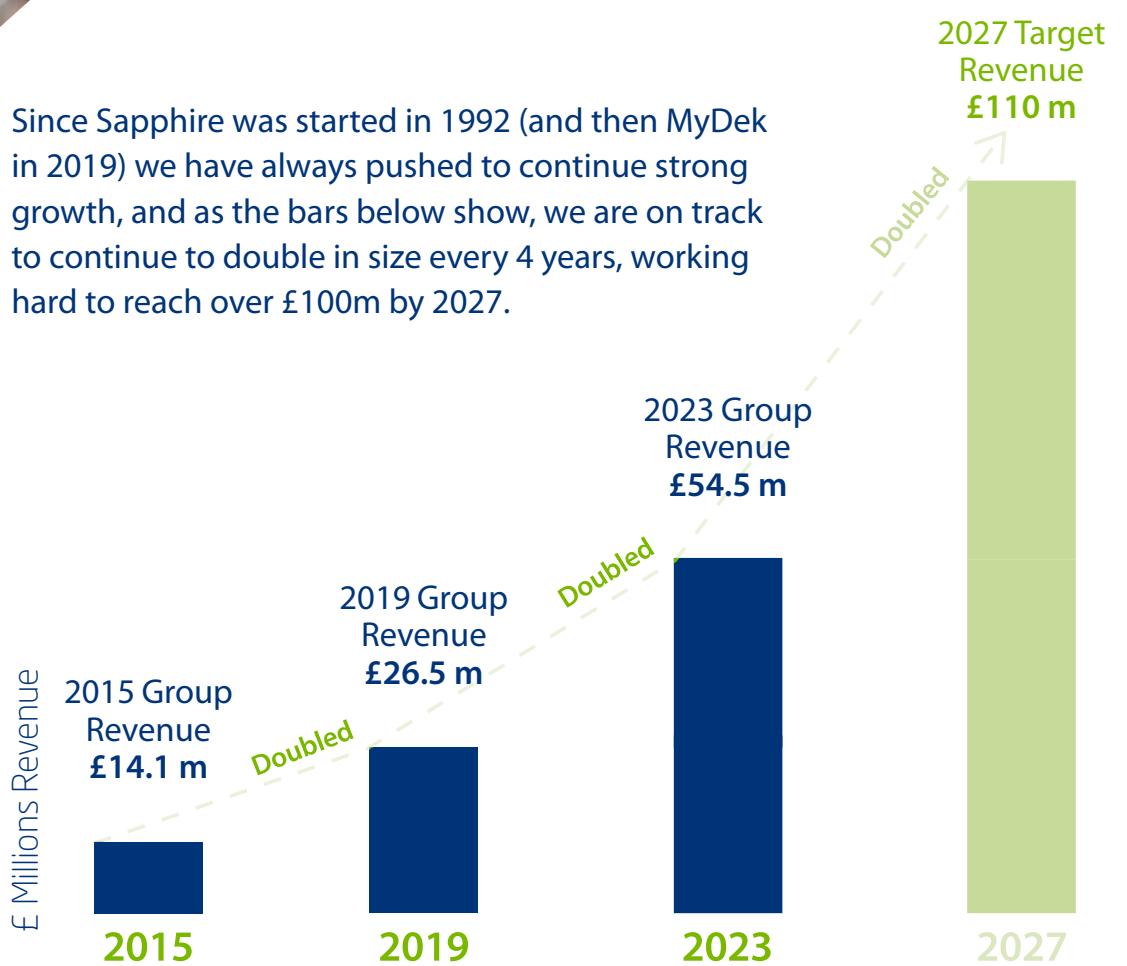
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Trust      Speed      Cost



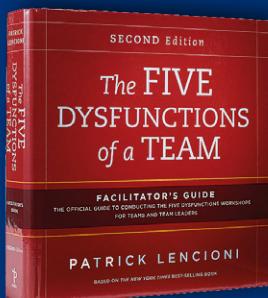
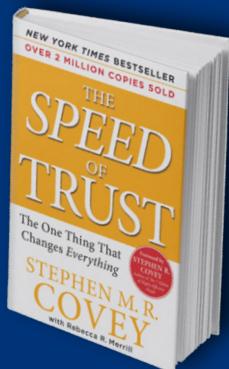
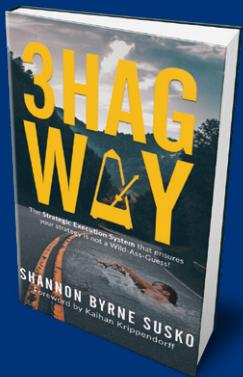
# Speed of growth

Since Sapphire was started in 1992 (and then MyDek in 2019) we have always pushed to continue strong growth, and as the bars below show, we are on track to continue to double in size every 4 years, working hard to reach over £100m by 2027.



**“It’s a growth company, we’re delivering new innovative products”**

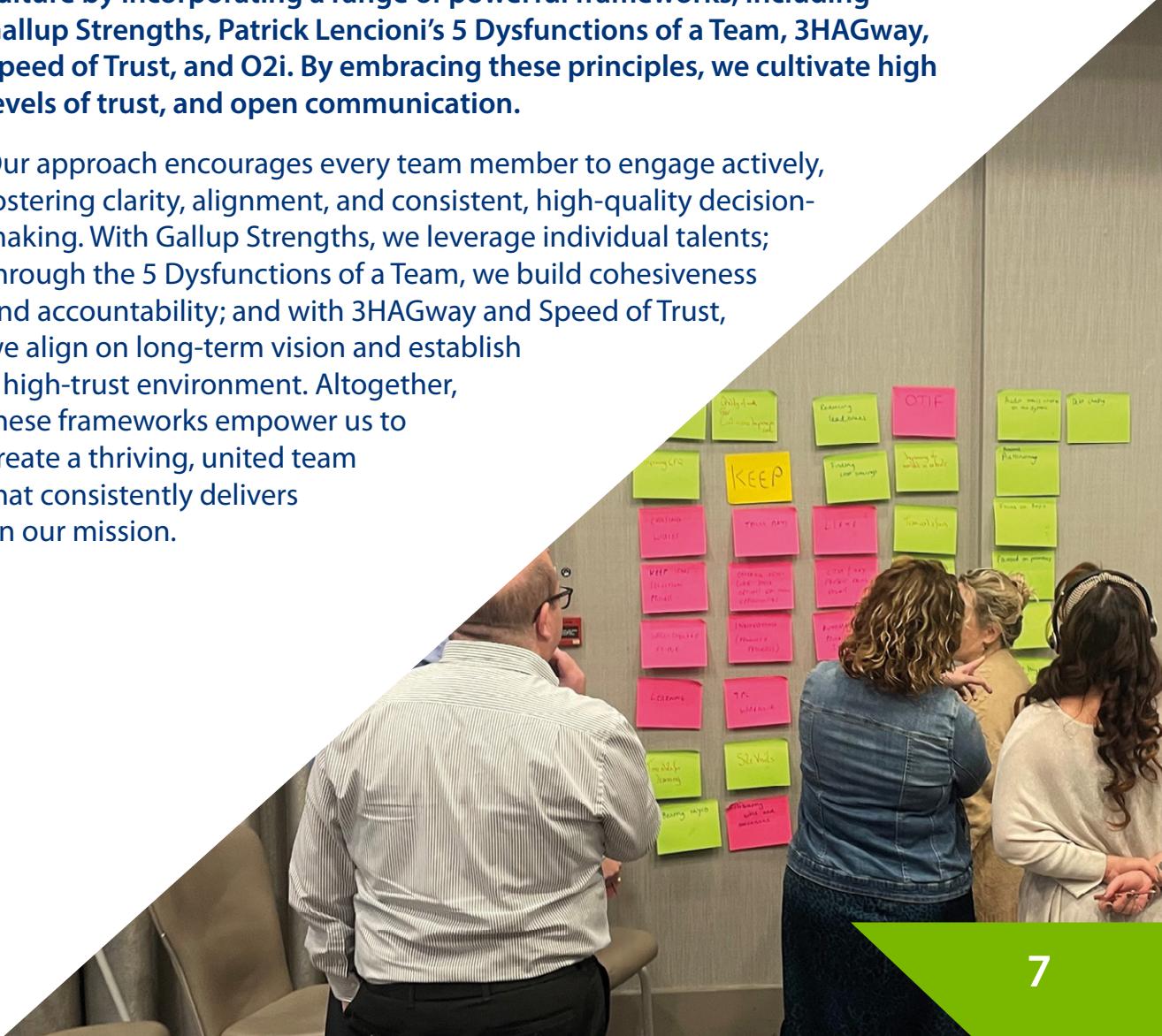
## Inspired by:



# Our approach

At the ATW Group we are committed to fostering a strong, resilient team culture by incorporating a range of powerful frameworks, including Gallup Strengths, Patrick Lencioni's 5 Dysfunctions of a Team, 3HAGway, Speed of Trust, and O2i. By embracing these principles, we cultivate high levels of trust, and open communication.

Our approach encourages every team member to engage actively, fostering clarity, alignment, and consistent, high-quality decision-making. With Gallup Strengths, we leverage individual talents; through the 5 Dysfunctions of a Team, we build cohesiveness and accountability; and with 3HAGway and Speed of Trust, we align on long-term vision and establish a high-trust environment. Altogether, these frameworks empower us to create a thriving, united team that consistently delivers on our mission.



# Innovation

**Sapphire's dedication to innovation in balcony design, paired with MyDek's specialisation in non-combustible deck systems for balconies and terraces, is reshaping industry standards for safety, speed, and sustainability.**

By combining our expertise, we deliver cutting-edge balcony solutions that not only enhance building performance but also prioritise the wellbeing of apartment communities. Together, we are committed to creating safer, more resilient homes and a brighter, more sustainable future for the industry.

Innovation is an inherent value at the ATW Group. From our roots innovation has been a key driver in our growth.

Working on the theory that an hour in the factory saves ten on site, we continually innovate around prefinished solutions. Initially, with balustrades, we created systems which meant that they arrived at site prefinished for fixing down. Now more than ever, innovation is fundamental to our success.

# Prosper the community

Guided by our purpose, **“innovation to prosper the community,”** we focus on impactful initiatives like charitable donations and purposeful innovations.

Every quarter we nominate a charity to support and raise money for whilst also 10x all monies raised.

Through these efforts, we aim not only to strengthen communities but also to inspire others to join us in creating lasting change.

**Some of the charities we've proudly supported**



**PAPYRUS**  
PREVENTION OF YOUNG SUICIDE



# Recruitment

## **Our culture-focused recruitment approach:**

We're meticulous in our recruitment process, ensuring that each candidate and role are a perfect match. We believe that attitude is key, and with the right mindset, we can develop the skills and knowledge needed to excel.

## **Building the right teams:**

By understanding individual needs and functional requirements, we align our people strategy to drive success.

This approach enables us to:

- Foster an agile mindset, allowing skills to be transferred and strengths maximised
- Cultivate high-performing teams that are diverse, forward-thinking, and committed

## **The power of alignment:**

It's crucial that we find the right people for the right roles.

Our rigorous recruitment process may take time, but it yields strong retention rates, high output, and overall job satisfaction.

# Career paths

We are committed to providing opportunities for progression, empowering our people to grow and succeed. These three examples showcase how Evan, Selwyn and Konrad have developed their careers with us at the ATW Group.



**Evan Lindsell**  
Managing Director



**Selwyn McIntyre**  
Sales Director



**Konrad Kaminski**  
Production Director



# Why join ATW Group?

## **Empowering people, unlocking potential:**

We believe that our people are the backbone of our organisation, and we prioritise their growth and development alongside our strategic plans. We're committed to providing a culture of continuous learning, where every individual can stretch their skills, challenge themselves, and reap the rewards.

## **Get out what you put in:**

We're passionate about recognising and rewarding outstanding performance. We believe that you get out what you put in, so we celebrate and reward staff who go above and beyond the call of duty. Our goal is to create an environment where every team member feels motivated to give their best every day.

## **A package that truly matters:**

It's not just about hard work and dedication – we also recognise the importance of work-life balance. That's why we offer a comprehensive benefits package that goes above and beyond what's typical in the industry. From competitive salaries to generous perks, we're committed to supporting our people every step of the way.

# What's our side of the deal...

Our **package** consists of:

- ✓ Competitive salary
- ✓ Quarterly bonus (subject to company and employee performance)
- ✓ Additional pension contribution from employer
- ✓ Hybrid working arrangements
- ✓ 24 days annual leave + bank holidays
- ✓ Quarterly performance reviews
- ✓ Employee "Moments of Truth" (Recognition programme)
- ✓ Live focus on learning and development
- ✓ Free onsite lunch
- ✓ LinkedIn Learning
- ✓ Career development opportunities
- ✓ Private healthcare for you and your family
- ✓ Employee Assistance Programme – 24/7 support and advice
- ✓ Flexible car scheme
- ✓ Employee referral bonus scheme
- ✓ Ongoing nominated charity support



# Continue learning to learn

One of our core values is **learn**, but what does that mean for you?

- ✓ We are committed to supporting everyone in their own personal development to be the best version of themselves
- ✓ We establish key strengths and motivators that allow us to support you in your own growth journey
- ✓ Sharing experiences and increasing collaboration between peers is an opportunity to constantly learn and develop
- ✓ We are always keen to promote from within whether that's into roles of different seniority or cross-functional development

## We achieve this through:

Personal Development Plans (PDPs)  
LinkedIn Learning; CPD sessions; Coaching and mentoring; Cross-department collaboration; Quarterly performance reviews; **And much more!**

...cepts such as focus

...ncentrate on a specific task or  
... to the drive or desire to achieve a

... hand, is the ability to see things clearly  
... what one wants to achieve. It helps to provide  
... on and purpose for one's actions, which can  
... focus and motivation.



# Rewards & incentives

## Celebrating our values:

We prioritise appreciation as one of our core values. We believe in acknowledging and rewarding the exceptional efforts of our team members. Whether it's a fun team-building activity, a thoughtful gesture, or a tangible reward, we ensure that those who go above and beyond are celebrated and recognised.

## Example recognition rewards:

From adrenaline-packed team-building activities like go-karting to more relaxed treats like street food and hampers, we're always looking for new ways to show our appreciation. Other examples of our recognition rewards include:

- ✓ Extra leave days
- ✓ Cash incentives (tax-deductible)
- ✓ Small gifts and surprises

**“The exciting thing about working at Sapphire is working with the team, well versed, well trained, great culture”**





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 [balconies.global](http://balconies.global)

 [mydek.com](http://mydek.com)



Check out the  
**ATW careers page**

