

Our Company Values



These are our core guiding principles, designed to be short and memorable. They represent our company culture, what the company stands for, what sets us apart from the competition, and how we communicate with our customers and each other.



People First

- We are passionate about being the best at what we do.
- We are focused on attracting, investing in, and retaining great people.
- We endeavour to ensure our staff feel valued, recognised, respected, included and supported.



Excellence Through Service

- We go beyond expectations, delivering consistent, high-quality support that schools can rely on.
- We learn from our experiences – good and bad.
- We have an open and collaborative approach to improving ourselves and the customer experience.
- We prioritise the longevity and sustainability of the products we sell.



Keep It Human

- We share knowledge and work together as one team.
- We encourage people to ask for help.
- We have a human approach to the way we communicate with our customers, no jargon, just open and relevant comms.



Stay Ahead Of The Curve

- We are proactive in finding out about EdTech news and information.
- We are always looking to future-proof our business and help schools prepare for the next digital era.
- We are experts in our field.