Pan World Brands Ltd understands the importance of core values by the way that it carries out its business with its customers and suppliers. These core values seek to establish, protect and increase the trust and confidence of individuals and organisations with whom the company interacts, thereby enhancing the company’s reputation and its successful business dealings. As far as possible, the company maintains fair working practices with its suppliers, working together to solve any problems and maintaining open lines of communication at all times for good working relationships.