

Gum Base Co. –Vision, Mission & Values

Our Vision

To lead the global gum base market by delivering high-performance, innovative solutions that support and elevate the worldwide Chewing Gum Industry.

Our Mission

As the Perfetti Van Melle Group's center of excellence for gum base, we support GBS, GBI and GBR by providing expertise in:

- Quality Assurance, Quality Control & Food Safety
- Procurement & Supplier Management
- Industrial Product Development
- Production Systems
- Standard Costing

Our mission is to empower the Chewing Gum Industry with state-of-the-art gum base technologies.

We achieve this by:

- Investing continuously in research and innovation
 - Using our resources efficiently and responsibly
 - Leveraging deep technical knowledge of gum base and its ingredients
 - Building strong partnerships with suppliers and customers
 - Creating a workplace based on trust, respect, and professional growth
 - Acting with environmental and social responsibility in all our operations
 - Generating sustainable value for the Perfetti Van Melle Group
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Our Values

To fulfill our mission, we act with clarity, courage and an entrepreneurial mindset. Our values guide every decision we make.

Integrity

We operate with honesty, transparency and respect in all interactions—with colleagues, partners and customers.

Excellence

We strive for outstanding quality in everything we do. We continuously improve processes, innovate our technologies and use resources responsibly to deliver superior performance.

Customer Focus

We listen to our customers and anticipate their needs, offering high-quality, advanced and reliable solutions that add value to their products and markets.

People First

We believe that diverse skills, backgrounds and perspectives drive innovation.

We nurture teamwork, open communication and a positive, inclusive atmosphere.

We encourage initiative, empower our people to grow, and ensure a safe and healthy working environment that meets all regulatory requirements.

Social & Environmental Responsibility

We act as responsible corporate citizens, contributing positively to the communities where we operate. We adopt sustainable practices to minimize environmental impact and support long-term environmental stewardship.

We contribute to the joint Sustainability Report with PVM Italy.

Independence

We pursue ambitious goals that strengthen the Group's long-term profitability, competitiveness and sustainable growth.

Gum Base Co. – Website Version

Who We Are

Gum Base Co. is the Perfetti Van Melle Group's center of excellence for gum base. We design and produce high-performance gum base solutions used by leading brands across the global Chewing Gum Industry.

With decades of expertise and a strong commitment to innovation, we support our partners in creating products that deliver exceptional quality, texture and consumer experience.

Our Mission

We empower the Chewing Gum Industry with advanced, reliable and innovative gum base technologies.

As the reference point within the Perfetti Van Melle network (GBS, GBI, GBR), we provide:

- Quality Assurance, Quality Control & Food Safety expertise
- Procurement and supplier management
- Industrial product development
- Optimization of production systems
- Standard costing and efficiency models

Our mission is simple: **deliver the best gum base solutions through science, innovation and operational excellence.**

What We Believe In

Integrity

We build trust through transparent, responsible and respectful relationships—with customers, suppliers and colleagues.

Excellence

We aim high in everything we do.

From research to production, we constantly improve processes, technology and product performance.

Customer Focus

We listen, innovate and adapt to meet the evolving needs of our customers. Their success is our success.

People First

Our people make the difference.

We foster a safe, inclusive and motivating workplace where talent can grow and diversity fuels creative thinking.

Sustainability & Responsibility

We act as responsible corporate citizens, reducing our environmental impact and contributing positively to our communities.

We support Perfetti Van Melle Italy in its Sustainability Reporting efforts.

Independence & Growth

We pursue ambitious goals that drive value, competitiveness and sustainable growth for the Perfetti Van Melle Group.

Innovation at Our Core

Research and development are fundamental to who we are.

We invest in new technologies, materials and processes to deliver gum base solutions that meet the highest standards of performance, safety and sustainability.

Working With Us

We collaborate closely with customers and suppliers to ensure consistent quality, reliability and innovation throughout the partnership.

Whether you are looking for technical expertise, advanced formulations or a trusted long-term partner, Gum Base Co. is here to support your growth.