5 WE WANT TO GET BETTER EVERY DAY.

As people, as a team, as a company. We keep challenging the status quo and are excited to take new and sometimes uncharted paths.

6 WE THINK ABOUT TOMORROW.

We want to achieve sustainable growth and long-term success. We are a dependable partner and employer and take responsibility for our environment.
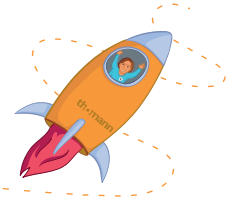
7 ALL OF US – WE ARE THOMANN.

We are ONE team. We appreciate and regard each other as equals.

THOMANN DNA

Mission & Guiding Principles

th•mann

It seems almost impossible to describe Thomann in one sentence − but we tried anyway. 😉

In this statement, we get to the heart of what our company exists for and what contribution we would like to make to this world. Our mission:

To inspire and enable all people to speak music, everywhere.

And of course we speak music too: anyone who works for us is either a musician themselves, loves music, or will experience the special nature of working with and for musicians after only a short time.

For a good and successful cooperation, we have transposed this Thomann spirit into seven simple principles, which form a framework for our actions and which we want to fulfill even better every day.

1 AT THOMANN, EVERYTHING IS ABOUT THE CUSTOMER.

Making our customers happy is our highest objective, whether they be beginners or professionals.
Our customers drive us to do the best job possible, every day.

2 WE OPERATE AS AN INDUSTRY LEADER IN E-COMMERCE.

We act in a structured and well thought-out manner and leave nothing to chance. At the same time, we retain our personality and doer mentality.

3 WE LOVE WHAT WE DO.

We are burning with passion − we inspire and we are looking to be inspired.
We throw ourselves fully into what we do, from purchasing to sales, from marketing to shipping.

4 WE WORK HAND IN HAND.

Across all departments. We talk to each other openly and help each other. We give each other the opportunity to contribute and to take responsibility.