



Team,

Please help me in congratulating Steven W. Peters Jr., on the promotion to “President and Chief Managing Officer” of Innovative Fluids LLC., effective February 6, 2017.

Since Steve transitioned to Innovative Fluids LLC., as General Manager in July of 2007 following our asset purchase of the failing Innovative Fluids Inc. from the former Monroe, Michigan owner, Steve has managed to lead the expansion of the newly formed IFL (Innovative Fluids LLC.,) team from a challenging start in July of 2007 to become a solidly successful business today.

During the last 4 years 2013-2016, Innovative Fluids has averaged over 800,000 gallons of “year over year” combined Washer and Antifreeze gallon growth and is currently servicing 26 states with premium bulk washer fluid and anti-freeze coolants. With the recent IFL 2017 budget completion, Steve is leading the charge for 2017 to be another successful year with a goal to achieve another 800,000+ gallons of growth over 2016 even with one of their major customers closing their doors this year. In fact, January 2017, Innovative Fluids LLC already achieved a record sales dollar revenue milestone in breaking the \$1 million dollar mark for the first time ever, this following the addition of multiple new national account customers.

Steve is a devoted family man, Cleveland Browns fan and IFL Team player who continues the discipline necessary to manage the Innovative Fluids business with a focus on safety, excellent service and route profitability through tracking important leading KPIs (Key Performance Indicators) providing the vision to manage all routes to acceptable gallons delivered per mile, Gallons per stop and gross profit per mile/stop along with maintaining a tight control on all operating costs. This effort has made it possible for Innovative Fluids LLC to complete multiple years of overall financial and operational success.

With Steve at the IFL helm for the past 9.6 years as GM and now as Pres./CMO, combined with the great people supporting Steve and IFL, look for the IFL business to deliver continued steady growth and profitability for many years to come.

Congratulations and thank you Steve and the IFL Team, great work, wishing you ongoing safe operations and many more years of continued success!

Michael G. Anczok

