



August 1, 2017

We are pleased to announce that Michael Crafts has joined the Nu-Tier team as a Territory Sales Manager. Michael will be responsible for all sales and business development activities in the 6 New England states as well as New York and New Jersey.

Michael comes to us with over 22 years of lubricants and automotive industry experience. He began his career in sales in marketing when he started an automotive service chemical distribution business focusing on specialty preventative maintenance products and additives. After almost 10 years running his company Michael joined forces with one of the largest lubricants distributors in the northeast to manage their specialty chemical team. During his tenure he and his team grew the specialty chemical division 10 fold and were consistently in the top 5 in the country. Michael's strong performance and positive team attitude expanded his roll to Area Business Manager where he managed 8 lubricant sales specialists while continuing to direct the preventative maintenance program for the company as a whole.

Michael's consultative sales approach allowed him to expand his roll functioning as a company sales trainer for the preventative maintenance products for his peers as well as conducting customer training seminars. He worked closely with his customers to maximize profits while effectively managing inventory and product offering. Taking the time to connect with clients to truly understand their needs and company direction rather than simply selling a product or service would be one of Michael's keys to success and this approach is why we are excited to have him on our team.

Michael can be reached at 918-606-2322 or mikec511@nu-tierbrands.com

Please join us in welcoming Michael to the Nu-Tier Brands team.

Sincerely,

Vince Huschle, Vice President of Sales

NU-TIER BRANDS, INC.

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