

MISSION | VISION

We will deliver current results and invest for the future by continually determining the needs/wants of our target markets and delivering satisfaction more quickly and efficiently than our competition. Flexibility and agility will define our movements as we work to constantly align, execute and renew ourselves ahead of the global markets in which we compete with our constant attention on our people and process.

Our environment will be one that focuses on continuous improvement and empowerment of each associate to own his/her work and make appropriate decisions to enhance customer delight while keeping the needs of all stakeholders in mind. Our associates, current and future, will be those high achieving individuals who have enormous energy and passion; have the ability to execute and energize; are process and customer focused; and can deliver bottom line results in a positive, respectful and high integrity manner.

ECast SBU Goals

- Achieve Revenue (\$8 million – 40% growth and contribution margin (CM) goals
- Ten day max lead-times with a 100% section fill
- Develop at least two more active customers
- 0 PPM as reported by our customers
- No lost-time accidents
- Achieve 99.5% BellHawk & Cycle-count accuracy

ECast

STRATEGIC BUSINESS UNIT PLAN

The ECast Strategic Business Unit (SBU) is a low mix, mixed volume operation that serves the oil and gas industry, primarily in hydraulic fracturing applications. Today our SBU serves just a few customers but our plan is to diversify our customer portfolio and to grow our revenue while staying focused on higher-end, profitable niches that yield acceptable contribution margin rates by delivering zero-defect products at a globally competitive price within ten days of receipt of an order to exacting customer standards.

We realize that ever increasing levels of performance (i.e. life of the product) are a way of life and will work to be ahead of this curve by optimizing our formulations and processes to create the best product at the best, globally competitive price.

To reach our growth, cost and quality goals we will:

- Improve quality and reduce finishing and mixing costs via process automation;
- Continue to explore cure time reductions for lower cost and increased capacity;
- Diversify the application, customer and part number base.