

# NEWS ALERT



## Join Us in Welcoming Anthony Price to the Cortec® Family!



We are pleased to welcome an energetic and highly experienced member to the team! Anthony Price recently joined Cortec® Corporation as our new Regional Sales Manager - KY, OH, IN, IL, MO, WV, TN, MS. Anthony is a real-life expert on corrosion problems and VpCI® Technology solutions, having worked for Caterpillar for 17 years, where he saw firsthand the superiority of Cortec® Technology over other VCI products.

Anthony first met Cortec® at the Caterpillar Corrosion Conference, where he was looking for a solution to his corrosion quality problems. He decided to test all the top VCI bags and see what worked best. Cortec® VpCI® bags emerged as the clear winner in his yearlong trial and “exceeded the competition and my expectations,” said Anthony. He implemented the Cortec® bags facility wide, and many other facilities followed suit. From there, he went on to test rust preventatives, during which time he developed a great working relationship with his Cortec® rep.

In spite of a solid career and achievements at CAT, Anthony felt the light going out of his eyes in the last few years. Much soul searching and discussion led him to decide it was time to move on to a new career where he could revive his zest for life, use his skills to the fullest, and not be tempted to count down the days until the end of the week. The big question was which direction to go.

“I can still remember the night and the exact moment when I was staring across the river at the City of Peoria and it dawned on me,” Anthony shared. “For the last 8 or so years, I bragged about how amazing the Cortec® products are. I’ve never seen my Rep without a smile. I’ve witnessed how Cortec® Reps treat each other. This was the family and excitement I was searching for.”

He reached out to his contacts at Cortec®, who were thrilled to have him join the team in November. “This was the best decision I’ve ever made. It has been around a month since I started with Cortec® and everyone has treated me like Family. The light in my eyes [is] gleaming brightly and I have my constant smile back. My family has also noticed a major change in my mood and everyone is grateful for my career choice.”

Anthony is eager to dive in and use all his past experience to grow Cortec’s customer base and build the same type of positive relationship with them that he has had with his own Cortec® rep. If ever he had a major issue come up, he knew he could always pick up the phone and call at any time. Anthony wants to do the same for his customers, so don’t hesitate to reach out to him and welcome him to the team!

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