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WHOLE SOLUTIONS, INC. RECEIVES FIRST-EVER RED DIAMOND AWARD

Melfred Borzall debuts a new performance-based perpetual award for its distributors.

Santa Maria, CA, April 13, 2018– Melfred Borzall has debuted its top distributor award that will be named the Red Diamond Award. Eric Melsheimer, President of the company, had this to say about the Red Diamond Award:

“Our distributors are fantastic and we have long been searching for a way to recognize those within our network that embody each of the core principles we have stood for over the decades. The Red Diamond Award is that symbol of perseverance and character of company while rewarding exceptional performance.”

The Red Diamond Award is the top award among the elite group of distributors belonging to the Red Diamond Club—also in its debut year with Melfred Borzall. The Red Diamond Club goes beyond measuring sales performance within a given period. Taken into consideration are growth goals, dropship ratios, participation in promotions and even timely feedback. While every Melfred Borzall distributor can earn the title of Red Diamond Club participant, only one distributor a year will hold the coveted Red Diamond Award Trophy on their shelf in the office. At this year’s annual distributor conference, *Whole Solutions, Inc.*, a “red tooling” distributor out of Ohio claimed the trophy and title of top distributor with the Red Diamond Award.

Melfred Borzall is the HDD Industry’s leading manufacturer of directional tooling. Engineering and manufacturing tools for drillers for over 7 decades, the company continues to innovate new patented technology and improve upon foundational tooling. With a distributor network covering several continents, Melfred Borzall’s reach is ever-expanding.

If you would like more information about this topic, please contact Peter Melsheimer at 800.558.7500 or email at pmelsheimer@melfredborzall.com.