

4636 WALDO INDUSTRIAL DRIVE • HIGH RIDGE, MO 63049

September 15, 2009

Craftsmen Industries
Christine Eastvold
3101 Elm Point Ind. Dr.
St. Charles, MO 63301

Dear Christine,

I wanted to take a minute to thank you and the fine people at Craftsmen Industries for the incredible project you delivered to us. If I could I want to share with you how this project came about.


Hank Sieveking approached me about an idea he had to put vinyl on one of our transport trailers. His thought was instead of having the trailer polished and it not lasting more than a year or so the vinyl would be there permanently. When I asked him what he had in mind for a theme he simply said "I want sky blue".

After speaking with Mr. Sieveking's daughter Joy Myers, it was discovered the unit we intended to use was twenty-nine years old. So, before this project could go any further we needed to update our fleet.

Once a new trailer was purchased we were back on track for the vinyl project. Mrs. Myers had thoughts of some kind of road to be incorporated in the theme. My thoughts were to use to advertise one of the most important aspects of our business, Premium Diesel. With the logo provided by Schaeffer Lubricants, a local additive company here in St. Louis we had a solid idea.

With a blank piece of paper I drew the sky, a road and a logo. I tried to show a factory, a logo, then a road and I thought of a clean sky scape of St. Louis. A simple line about a road to a greener future was added. The end picture was atrocious. But I gave it to Christine and she took it back to her miracle workers at Craftsmen and when she sent me the very first proof of what they came up with it simply blew me away. As I went around the office at Sieveking it was obvious everyone loved it.

Thank you Christine, we are overwhelmed with the professional attitude of you and your friends at Craftsmen. We could not be happier with this project and look forward to the next one. We are already getting ideas.

Sincerely,

Donnie Ballard
VP Operations
Sieveking, Inc.