

Celebrating 30 Years: Q&A With CEO Tony Massoud

Q: *What was your original vision for Soltex? Have you achieved it?*

A: My goal was to create a strong, successful, and independent provider of chemical products. There is no finish line. Of course there were, and are, goals, but they are quickly forgotten once new ones are set. The only reason to look back is to reflect on what you did right, and more importantly, what you did wrong.

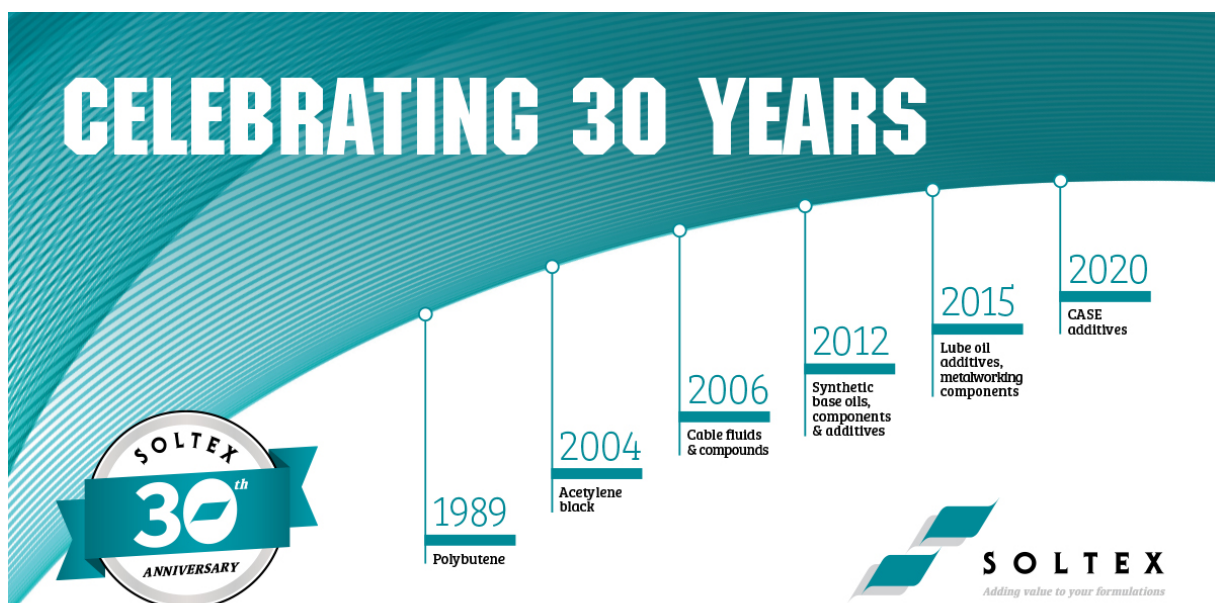


Q: *Who has influenced your leadership style most significantly over the years?*

A: There is no one person I can name, but I do know that to be a good leader you must be able to get people excited about your vision and you must take pride in the role you play in the development and success of others. When I leave a team meeting feeling like I had nothing to contribute, I feel successful. If you pin me down, I would have to say my most significant influence is my parents. They taught me what is important in life and how to conduct myself.

Q: *What's been the most enjoyable part about being an entrepreneur?*

A: Being able to work hard without boundaries and having the ability to make a positive difference in the world and in the lives of others.



CELEBRATING 30 YEARS

1989
Polybutene

2004
Acetylene black

2006
Cable fluids & compounds

2012
Synthetic base oils, components & additives

2015
Lube oil additives, metalworking components

2020
CASE additives

SOLTEx 30th ANNIVERSARY

S O L T E X
Adding value to your formulations

Soltex Memories

Donna G.

"We've had some great Halloween costumes over the years. I especially recall Jarrod dressed as Prince."

Angela K.

"I have fun memories within two great countries, Canada and the U.S.

"2015 was the beginning for our location. We had only been part of the Soltex team/family for just over seven months. However, it felt as if we had been on board for 25 years when we travelled to Houston.

Samantha, Erika, and their celebration team were awesome in creating a great 25-year

anniversary event and they welcomed the Canada staff and spouses with curiosity, excitement, and open arms—and we reciprocated. Also, the dinner cruise was my first. It was fun, exhilarating, breathtaking and very delicious.

"My favorite holiday memory was the Christmas Dinner of 2016, where we all enjoyed a private room and a catered meal along with an old-fashioned, sing-song kitchen party where we all sat around and sang old and new country songs and a few Christmas carols as well. It was like having the family over for a fun night and I, for one, forgot that my co-workers and their spouses weren't actual family... a fun night, we even had Tony and Osvaldo singing along."



News & Events

We're looking forward to connecting with you at the ILMA Annual Meeting October 26-27! This year's event is all virtual so remember to register at www.ilmaannualmeeting.org/registration to participate.

There are multiple communication channels available, including our virtual booth and our Sponsor Networking Lounge. For a quick review of all the virtual networking options, see www.ilmaannualmeeting.org/know-before-you-go.

Be sure to reach out with any questions or product formulation needs you may have. We'll be standing by to help!

LET'S CONNECT AT THE ILMA 2020 ANNUAL MEETING

Visit Our Virtual Booth & Networking Lounge



Product Focus: C50A Transformer Liquid

SOLTEX HAS CANADA COVERED

With CSA C50 Class A & B
Transformer Liquids



What It Is

HyVolt C50A is an arctic-grade transformer liquid that complies with the demanding Canadian CAN/CSA-C50-14 Class A, Type II & IV specification. HyVolt II meets CAN/CSA-C50-14 Class B.

What It Does

This particular grade has a low pour point, low viscosity at very low temperatures, and excellent oxidation stability.

Why It's Ideal for Cold Climates

HyVolt C50A provides the superior oxidation stability, high dielectric strength, and excellent cooling properties that are recommended for use in transformers subject to low energization temperatures and ambient operating conditions below -25C.

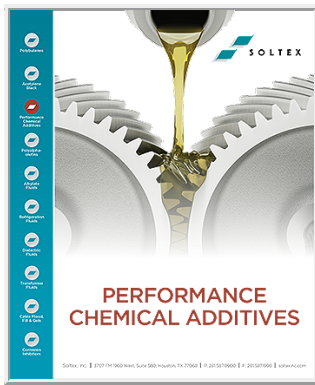
Customer Care

Visited Our Resource Pages Lately?

Access our latest customer information and product descriptions from this convenient page.

[Visit Customer Resources >](#)

Seen These Informative Brochures?



[Download PCA Brochure >](#)

[Download PB and Base Stock Brochure >](#)

[Download Cable Fluids Brochure >](#)



Copyright © 2020 SOLTEX, INCORPORATED. All rights reserved.

Comments or Suggestions? We want to hear from you!

281-587-0900

Marketing@soltexinc.com

**3707 FM 1960 West, Suite 560
Houston, TX 77068**