

## NEWS RELEASE

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### **David Barned Appointed to Senior Vice President & General Manager of the North American Business Unit**

*Devoting nearly 30 years to Master Fluid Solutions®, Barned will shape the future trajectory of the global company.*

Perrysburg, Ohio, October 1, 2021 – Master Fluid Solutions is proud to announce David Barned's promotion to Senior Vice President and General Manager of the North American Business Unit. David has worked at Master Fluid Solutions for nearly 30 years, driving innovation and growth through roles that spanned marketing, supply chain management, and operations.

He began his career with Master Fluid Solutions in 1992 as a Training Specialist, helping implement the company's pioneering fluid management protocols. After a decade as a District Manager in both Indiana and Texas, Barned was promoted to the Director of Business Development, where he used his unique insight into the industry to drive growth. In 2008, after two years working with the research and development team to transform Master's metalworking fluid product line, Barned transitioned to global marketing, where he became instrumental in shaping the Master Fluid Solutions brand into a worldwide leader. Later on, he held positions as Vice President of Global Marketing, Global Vice President of Operations and Supply Chain, and General Manager of the North American Business Unit.

As Senior Vice President and General Manager of the North American Business Unit, Barned will continue shaping and executing strategies to further solidify Master Fluid Solutions' position as a global leader in metalworking fluid quality and innovation.

"David Barned has been dedicated to the Master Fluid Solutions family for nearly three decades, and his vision, drive, and talent have helped our company become what it is today," says President and CEO Dean Froney. "As we enter a new phase of growth, his insight and leadership in the North American business unit are more needed than ever. We are thrilled by the potential of what lies ahead."

Barned's promotion comes as Master Fluid Solutions strengthens service to its customers with the creation of focused business units in North American, China, Asia-Pacific, and Europe.

**About Master Fluid Solutions** — Master Fluid Solutions, working closely with the worldwide metalworking community, develops and markets a full line of environmentally sound, extremely durable and stable cutting and grinding fluids, straight oils, parts cleaners, pipe and tube expansion, forming, and corrosion control fluids under the TRIM®, WEDOLIT™, and Master STAGES™ brands. Master Fluid Solutions' XYBEX® fluid management systems lower their customers' total cost of operations. Master Fluid Solutions is committed to the safety of the people who use their products, the protection of the planet, and the overall impact on their customers' profitability. Master Fluid Solutions is proud to have been named in the Top 10 in "Top Workplaces" in the Toledo, OH area for eight consecutive years. For further information about Master Fluid Solutions or their products, find a local distributor to contact at [trim.us/distributors.php](http://trim.us/distributors.php), call +1 800-537-3365, or visit their website at [www.masterfluidsolutions.com](http://www.masterfluidsolutions.com).

