



THE ORION COMPANIES LAUNCH VM OPTIX CUSTOM BLENDING SERVICE AND NAME SAMMY KEZIAH AS THE SITE MANAGER

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The Orion Companies is a privately held Distribution partner focused on expanding operations and representation in strategic segments. We support our customers' growth by providing strategic services to assist them in managing their business and develop solutions to solve their unique challenges. To expand on our market leading service portfolio, The Orion Companies has opened the VM OptiX Custom Blending facility in Oakboro, North Carolina.



Custom blending supports our customers' herbicide programs by providing enhanced safety, accuracy in mixing, reduced environmental load, and product accountability. We have integrated the custom blend services into the VM OptiX website to enhance our VM OptiX service offering. This single site will allow our customer to enter orders, track status and receive shipping updates on the products they order and tie those products into the geo-spatial tracking & reporting capabilities that the VM OptiX platform is known for. The enhanced VM OptiX service offering gives customers an easy-to-use platform that captures and organizes data in a manner that allows for easy data retrieval and promotes sustainability across product use to give a comprehensive view of how a customer is advancing towards their goals.

Additionally, I would like to announce that Sammy Keziah will manage the VM OptiX Custom Blending facility and oversee its operation. Sammy brings over 20 years of experience in the custom blending/IVM market and has a deep understanding of our customers' needs from his long tenure serving applicators in the industry.

Please join me in welcoming Sammy into his new role and celebrating the expansion of our industry leading service portfolio to support our customers.

Kevin Adam
Chief Operating Officer, The Orion Companies

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