

As Seen In... *Forbes*, March 2, 2015TEXAS ■
BUSINESS LEADERS

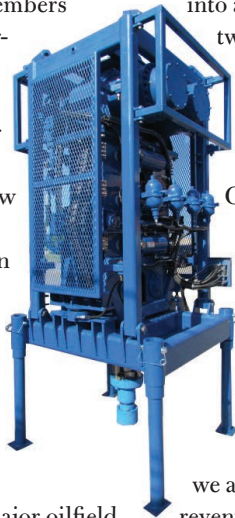
Former Operator Brings Unique Perspective to Oilfield Service Equipment Manufacturing

Precise Energy Products, Inc.



Gregg Cobb still remembers what it's like to operate oilfield service equipment. The things that can make your job easier – or harder. The things that can go wrong in the field, and how a good, efficient design and timely, responsive service can make a world of difference.

Over 24 years have passed since Cobb spent 10 years in the field as an operator – then, from 1990 to 1997, he was the assistant services manager and training manager for a major oilfield service equipment manufacturer – but the experience still impacts every decision he makes as president of Precise Energy Products. The Fort Worth-based company manufactures customized



equipment for oilfield service companies in the U.S. and internationally. All equipment is specially designed in accordance with customers' needs and

Build Oilfield Service Equipment, See the World

It was the week before Christmas, and a customer in Nigeria had a concern with his equipment. "So I sent a qualified technician to Nigeria to address the concern," Cobb says. "Though it was just a matter of preference, I feel it's our responsibility to make sure our customers are happy."

preferences. In response to customer demand, the company recently expanded for the third time in five years, into a 40,000-square-foot facility with two overhead cranes.

"We don't just provide equipment, we design equipment from the perspective of the end-user and how it works best for them," Cobb explains.

Precise prides itself in the high quality of both its equipment and its service, its competitive pricing and its ability to provide much faster turnaround than most of its larger competitors. "Thanks to the efficiency of our manufacturing process, we are typically able to provide this revenue-generating equipment an average of three to seven months from the

time of the order, depending on the type of equipment," Cobb says. The company also offers operator training; in fact, Cobb says, "we can provide our customers pretty much everything they need."

Founded in 2010, Precise has grown quickly, guided by several simple principles:

- Never promise more than you can deliver.
- Always design with the end-user in mind, including the climate in which the equipment will be used.
- The more efficient the design, the easier the equipment will be to operate, maintain and repair.
- Last but not least, stand behind your equipment.

Honors and Accolades

Precise may be just 5 years old, but it has already made a name for itself. In 2014, the company was recognized by the U.S. Small Business Administration (SBA) as both the Dallas-Fort Worth Area Small Business Exporter of the Year and the Region VI (Texas, New Mexico, Oklahoma, Arkansas, Louisiana) Small Business Exporter of the Year. Precise is currently a finalist for the 2015 Fort Worth Chamber of Commerce Small Business of the Year Award.

"I don't care how good your equipment is," Cobb says. "If you want to keep that customer, you've got to provide good service."



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