



TanksDirect

Vision & Purpose

“first choice”



Our vision is to be our customers’ **“first choice”** when they need solutions for storing, installing, and/or controlling petroleum, water, and chemicals. We strive to earn confidence and repeat opportunities by performing at a superior level beyond the expectations of our customers and end users of our products. Every one of our employees will strive to make our company better tomorrow than it is today.

To fulfill our vision we will:

- Deliver superior customer service above that of all other companies in our market
- Create an atmosphere of integrity, trust, and confidence with our employees, customers, and vendors with all phases of our business
- Invest in talented employees who are knowledgeable about our products, services, and industry and who have a personal sense of caring about others
- Be profitable and fiscally responsible while reinvesting in our company
- Maintain strong relationships with premier nationally known manufacturers
- Provide a great working environment focused on teamwork while treating each other with respect and dignity
- Be a significant participant in protecting our environment and sustainable resources with our products and services
- Give back to the community in charitable ways so that we can help others by way of our own successes
- Encourage and support each employee to personally strive to have strong family values and economic stability