LEADERSHIP HIGHLIGHT:

THE CATALYST GUY

TEAM LEAD	SUCCESS	TEAM LOCATION	PRODUCTS
CELSO GOMEZ	FY 2025	WEST TEXAS	AFTERMARKET

PERMIAN BASIN

METRICS ACHIEVED

CLIENTS SERVED **242**

CATALYST FULFILLMENT **1-3 DAYS**

OVERVIEW

UNDER CELSO GOMEZ, THE WEST TEXAS AFTERMARKET TEAM DELIVERED ONE OF THE STRONGEST PERFORMANCE YEARS IN THE PERMIAN.

THEIR DEEP TECHNICAL KNOWLEDGE, FAST RESPONSE TIMES, AND CUSTOMER-FOCUSED APPROACH HELPED EXPAND MIRATECH'S PRESENCE ACROSS KEY OPERATORS AND REINFORCED OUR REPUTATION AS A TRUSTED ADVISOR IN THE REGION.

KEY CUSTOMER WINS

Across multiple midstream and upstream operators, the team consistently demonstrated the value of MIRATECH's execution advantage. They broke through long-standing competitive incumbency by providing clear value justification, fast turnaround on quotes, and reliable inventory that kept customer operations moving. These strengths helped MIRATECH expand coverage across numerous Permian plants and field offices.

Another major operator relied heavily on the team's technical guidance to address compliance concerns and improve catalyst alignment across their sites. By simplifying product selection and improving availability, MIRATECH earned preferred supplier status and strengthened long-term engagement across Carlsbad, Midland, Orla, and surrounding areas.

The team also resolved repeated bellows measurement problems by creating a standardized part-number reference tied to specific packages. This simple but highly effective tool reduced downtime, prevented ordering errors, and increased customer confidence while further solidifying MIRATECH's role as a solution-oriented partner.

With EOG, MIRATECH's readiness, reliability, and dependable inventory availability continued to set the team apart. Quick turnarounds and strong customer service reinforced MIRATECH's standing as a preferred supplier across key locations including Midland, Carlsbad, San Angelo, and Pecos.

ENGINEERED TO PERFORM

VALUE DELIVERED IN 2025

The West Texas region delivered exceptional consistency throughout the year, providing reliable inventory, shorter lead times, proactive communication, and technically accurate recommendations. Customers benefited from fewer rework events, correct orders the first time, minimized downtime, and a partner who helped them navigate complex emissions and catalyst requirements. Execution and reliability were the true differentiators.

OVERALL 2025 OUTCOMES

The team secured and grew key accounts despite aggressive competition and closed several substantial opportunities by outperforming competitors on service and readiness. Preferred supplier positioning strengthened across major Permian operators, setting the stage for another year of growth.



IMPROVEMENTS TARGETED FOR 2026

To scale success further, the region aims to reduce engineering and drawing turnaround times, commissioning a state-of-the-art Catalyst Service Center equipped with a Multi-Lambda Catalyst Testing System to standardize testing across the organization, and complete warehouse expansion from 2,100 to 7,500 square feet. Together, these initiatives will strengthen inventory availability, improve operational efficiency, shorten delivery lead times, optimize staging capabilities, and elevate the overall customer experience.

POSITIONED FOR A STRONG 2026

With stronger customer relationships, expanded inventory capacity, and clear opportunities for higher-value solution growth, the West Texas team enters 2026 well positioned to accelerate momentum. Continued focus on responsiveness and technical execution remains the core driver of success.

> "MIRATECH PAIRS TOP-TIER PRODUCTS AND COMPETITIVE PRICING WITH ROBUST INVENTORY. HOWEVER, WHAT TRULY SETS THEM APART IS THEIR NEXT-LEVEL SERVICE AND EXECUTION HERE IN THE PERMIAN."
>
> KEVIN ASHMORE, ES&H SUPERVISOR, PERMIAN STACK TESTING, TARGA RESOURCES

WHY MIRATECH?

Since 1992, MIRATECH has led the way in industrial emission and noise-control solutions. We design and manufacture high-performance catalysts, housings, silencers, accessories and full emission-control systems that help meet strict air-quality regulations while maximizing performance and reliability. From turbo to rain cap, we engineer every component to perform.

Our team of engineers and specialists brings unparalleled industry knowledge to every project. From reciprocating engines to complex power generation systems, we understand the realities of industrial operations and the need to balance compliance, uptime, and efficiency. Each MIRATECH product is backed by decades of research, field experience, and innovation. We engineer with precision and purpose.

