



## KENDALL HARTER



Founder, CEO and President – Blue Matrix Labs® (Family of brands include: Hydro Toys®, SHAGS®, iWICH® and Paradise Beverage®)

- Founder and former CEO and President – Envirocon Technologies, Inc.
- Expert in consumer product branding and marketing
- Expert in all stages of product development, logistics, strategy and implementation
- Ability to foresee opportunities, solve problems, execute and bring to market
- Ability to execute rapid company growth
- Proven leadership, team building and success
- Fosters consistent consumer loyalty through quality and product satisfaction

### Background

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In the arena of consumer product innovation, Kendall Harter is a master. He launched his first company in 1994, identifying a need to develop environmentally friendly solutions to solve hard water issues. To that end, Mr. Harter invented Lemi Shine, “The Hard Water Expert,” the first ever environmentally friendly dishwasher additive. Lemi Shine quickly gained national distribution in major retail accounts such as Walmart, Albertson’s, HEB, Kroger and Target stores. His company, Envirocon Technologies, Inc., was repeatedly named by Inc. Magazine as one of the fastest growing companies in America. From its inception, Envirocon Technologies consistently recorded double-digit growth annually under his leadership. In 2007, Mr. Harter sold Envirocon Technologies to a private company and to this day, Lemi Shine is the preferred brand for millions of consumers looking for environmentally safe solutions for their cleaning products.

Mr. Harter relocated to Austin, Texas, one of the most diversified and fastest growing cities in the U.S., to develop a new company that could create much needed innovation in various consumer product genres. He founded Blue Matrix Labs, LLC in November 2012 to launch four separate CPG company divisions based on his latest inventions in diversified industries such as plush furniture and accessories for the home, food and beverage as well as children’s toys and small appliances. To date, two of the aforementioned divisions launched with enormous success. The other two are geared to launch in 2014-2015 and are already garnering mass retail attention and recognition.

Mr. Harter’s track record of success is driven by his opportunity foresight and ability to execute through exceptional leadership while creating innovative products that solve problems and are brought to market with unparalleled consumer product expertise.

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## JEFF CARPENTER



Chief Operations Officer – Blue Matrix Labs® (Family of brands include: Hydro Toys®, SHAGS®, iWICH® and Paradise Beverage®)

### Previous Experience:

- Vice President Sales & Marketing – FSNS Laboratories
- Sr. Vice President/General Manager – CCF Brands
- Vice President/General Manager – Lasco Foods
- Division Vice President – Pinnacle Foods Corporation (Aurora Foods)
- Also worked for Nestle, Cadbury Schweppes (Mott's) and Borden

## Background

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Mr. Carpenter is a 25-year veteran of the Consumer Packaged Goods industry, having progressively advanced through various Fortune 500 companies such as Nestle®, Cadbury® Schweppes® (Mott's USA), Borden and Pinnacle Foods Corporation (Aurora Foods). His diverse background includes various General Manager, Divisional Vice President and Chief Operations Officer positions within the food, beverage and consumer products industries. Mr. Carpenter has a wealth of experience managing sales and marketing teams covering North America. Additionally, he was a founding member of two previous start-up companies including MBW Foods, which ultimately became Pinnacle Foods Corporation, as well as Lasco Foods.

### Recognition:

- Board Member for United Egg Alliance – (UEA) – Supplier arm for the United Egg Producers (UEP)
- Walmart Vendor of the Year – Aurora Foods/Pinnacle Foods
- Eagle Award Winner – 'Best of the Best' – Aurora Foods/Pinnacle Foods
- Gail Borden Achievement Award – Borden

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