

Example of a Successful Application

'Hands On' and 'Look & See' days

If your company wants to "GROW" their POLYMER business this year, then one tried and tested method is to hold "hands on" - "look and see" days - either at your distributor facility or within the end users facility (this can also be a good opportunity to build long lasting relationships with key people within your end user plant as well as identifying the decision makers).

This is also a great idea for getting your "applicators" trained and involved with your business to everyone's advantage.

Ideally you should target the facility where your products can offer a maximum return for your time investment and then make arrangements for a convenient time and day to carry this out.

Send out invitations either by yourself or, better still, by asking the facility training department or management to send them out to all key employees who could be involved with using your products / services with polymer coating and repair. (This can also be a good opportunity to meet some new potential buying groups within the facility in a fairly relaxed and informal manner).

It may be best to "target" applications. For example, Fluid Flow Equipment would be a good starting point (Pumps / Valves / Pipes etc). This will involve all maintenance staff, pipe fitters, plumbers etc.

You then need a venue within the facility. Obvious first choice is the workshop where you have both the room and the facility to prepare items prior to coating and you have the equipment necessary to carry out proper surface preparation.

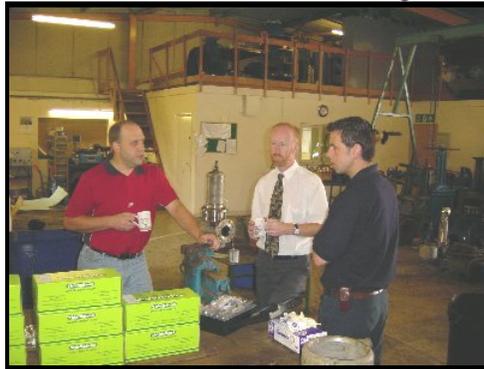
Below are some photographs of a UK Unique Polymer Distributor carrying out "hands on" as well as a "look and see" training session within their local applicator company:



Some candidates for the training session!



Most Important! Product for the training session arriving!



Getting ready for the day (ancient English habit of tea drinking for energy!)



Grit Blasting components prior to coating them.



Engineers from a local POWER STATION were IMPRESSED with the EASE of application of Thistlebond Polymers. They bought with them two items that were coated IN FRONT OF THEM and they took them away after.



The engineers are invited to 'hands on' with the products. They were again delighted with the ease of application and any areas of uncertainty were dispelled by this two hour training session!



The whole training session was then wrapped up in a professional manner by the Polymer Representative.



This shows the good "atmosphere" that, while remaining low-key and informal, remains positive in helping to GROW your polymer business!

PLEASE remember that you will **NEED** products for these sessions. **MAKE** sure that you also have the **SURFACE PREPARATION** products readily available.

- Unique Polymers have a **STANDARD HANDS ON TRAINING KIT AVAILABLE**. This kit includes **ALL** the items that you will need to carry out a professional "hands on" meeting. Please [email us](#) for further information and prices.
- We are regularly holding these sessions at the UK Northallerton Manufacturing Facility. If you would like us to "tailor" one for your company to use, then please email me for further info. We can comfortably take 12 delegates. For the **INTERNATIONAL** distributors this is an **EXCELLENT** way to not only **BUILD** your business but to **START** your business as well!