

Technical Bulletin # 322

I. WHY SHOULD FLOORS BE COATED?

- A. PROTECTION
 - 1. CHEMICAL RESISTANCE
 - 2. ABRASION RESISTANCE
 - 3. PROTECTION AGAINST NATURAL DETERIORATION
- B. RESTORATION
 - 1. REPAIRS TO DAMAGED OR POOR CONCRETE
 - 2. UPGRADING OF AREAS
- C. MAINTENANCE
 - 1. EASE OF CLEANING
 - 2. REDUCED MAINTENANCE AND CLEANING COSTS
 - 3. REDUCED COSTS ASSOCIATED WITH EQUIPMENT DAMAGE
- D. SANITATION
 - 1. IMPROVES OVERALL HOUSEKEEPING LEVELS
 - 2. MAKES FLOOR IMPERVIOUS TO CONTAMINATION
 - 3. REDUCES CONCRETE DUSTING
- E. SAFETY
 - 1. REDUCED WORK RELATED INJURIES/LIABILITY
 - 2. REDUCED DOWNTIME ASSOCIATED WITH UNSAFE CONDITIONS
- F. REGULATORY
 - 1. USDA-FOOD AND BEVERAGE
 - 2. OSHA-SAFETY
 - 3. EPA-SECONDARY CONTAINMENT
- G. PRODUCTIVITY
 - 1. IMPROVES WORKER MORALE
 - 2. INCREASES LIGHT LEVELS
- H. AESTHETICS
 - 1. IMPROVES OVERALL APPEARANCE
 - 2. IMPROVES CORPORATE/ QUALITY IMAGE

II. WHERE CAN I SELL THESE PRODUCTS?

- A. SEWER/WATER TREATMENT
- B. MILITARY INSTALLATIONS
- C. ELECTRONICS MANUFACTURING
- D. WAREHOUSING
- E. FOOD AND BEVERAGE COMPANIES
- F. PETROLEUM AND CHEMICAL FACILITIES
- G. AVIATION SERVICE INDUSTRIES
- H. AUTOMOTIVE MANUFACTURING
- I. AUTO DEALERSHIPS
- J. AEROSPACE INDUSTRIES
- K. UTILITIES
- L. ENTERTAINMENT
- M. EMERGENCY SERVICES
- N. MARINE FACILITIES
- O. REPAIR FACILITIES
- P. PUBLIC TRANSPORTATION
- Q. INDUSTRIAL PRODUCTION AND MACHINE SHOPS
- R. MEDICAL/NURSING FACILITIES
- S. PULP AND PAPER MILLS
- T. PHARMACEUTICAL MANUFACTURING
- U. CORRECTION FACILITIES
- V. TEXTILE PRODUCTION

III. HOW DO I DETERMINE WHICH PRODUCT TO USE?

- A. USE ITW RESIN TECHNOLOGIES TECHNICAL SUPPORT!
 - 1. CALL ITW RESIN TECHNOLOGIES TECHNICAL SALES
 - 2. CONTACT REGIONAL MANAGERS
- B. BUDGET
 - 1. WILLING TO PAY FOR HIGH PERFORMANCE SYSTEM?
 - 2. WILLING TO PAY FOR PROPER PREPARATION?
- C. EXISTING CONDITIONS
 - 1. CONTAMINATION
 - 2. EXISTING COATINGS OR SEALERS
 - 3. PHYSICAL CONDITION
 - 4. MOISTURE PROBLEMS
- D. CHEMICAL RESISTANCE
 - 1. WHAT CHEMICALS AND CONCENTRATIONS?
 - 2. WHAT TYPE OF SERVICE (IMMERSION, SPLASH,...etc.)?
 - 3. TEMPERATURE OF CHEMICALS AND ENVIRONMENT?
- E. ABRASION RESISTANCE
 - 1. TYPE OF TRAFFIC (FOOT, FORKLIFT,...etc.)?
 - 2. INTENSITY OR LEVEL OF TRAFFIC?
 - 3. ABRASIVE COMPOUNDS IN AREA (CHIPS, SHAVING, etc...)?
- F. FINISH
 - 1. SMOOTH?
 - 2. ANTI-SLIP?
 - 3. NON-SKID?
- G. ABILITIES OF APPLICATOR
 - 1. PREPARATION EQUIPMENT?
 - 2. COMFORT LEVEL WITH PRODUCTS?
 - 3. MANPOWER?
- H. TIME CONSTRAINTS
 - 1. AMOUNT OF DOWNTIME?

IV. WHAT ELSE DO I NEED TO KNOW?

- A. ASSISTANCE FROM ITW RESIN TECHNOLOGIES
 - 1. TEST SAMPLES AT CUSTOMER'S FACILITY
 - 2. SPECIFICATIONS FOR CUSTOMER
 - 3. PRICING FOR PROJECT
 - 4. TRAINING FOR CONTRACTOR OR END USER
 - 5. WHAT WE CAN'T DO
- B. DISTRIBUTORS RESPONSIBILITIES
 - 1. CUSTOMER NEEDS TO BE CLEAR ON EXPECTATIONS
 - 2. DO HOMEWORK
 - 3. STAY ON TOP OF PROJECT
 - 4. DON'T HESITATE TO USE OUR HELP
- C. SALES AIDS
 - 1. CURED SAMPLES TO EXHIBIT
 - 2. LITERATURE
 - 3. PRODUCT SAMPLES TO APPLY
 - 4. TRAINING PRESENTATIONS
- D. COMPETITION
 - 1. OTHER PRODUCTS OR COMPANIES INVOLVED
 - 2. STRENGTHS OR WEAKNESS OF THE COMPETITION
- E. PRICING
 - 1. COMPETITORS PRICING OF EQUIVALENT SYSTEM
 - 2. PRICING SHOULD BE BY THE SQUARE FOOT
- F. CHOOSING THE RIGHT INSTALLER
 - 1. MOST IMPORTANT PART OF PROJECT
 - 2. ABILITY AND WILLINGNESS TO DO THE JOB RIGHT
- G. MAINTENANCE
 - 1. PROCEDURES TO INSURE LONGEVITY
 - 2. PRODUCTS THAT WORK EFFECTIVELY
- H. HOW AND WHERE TO ORDER PRODUCT
 - 1. CALL ITW RESIN TECHNOLOGIES FOR AVAILABILITY

Date

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