



# The GENERATOR

## Contractor Spotlight



### Materials & Products

#### \*\* Important Updates \*\*

#### 1 & 3 quart measuring pans

Price: \$20.00 per set

#### Color dye packs for McKrete

Packaged in double plastic bag.

Remove outer bag, drop the inner dissolvable bag in mixing bucket. Mix as usual. **One (1) Color Pack per bag of McKrete.**

New ... **Aurora Dust Epoxy** brochures will "bedazzle" your customers with their vibrant colors and mysterious 3D image

**Kenny Patillo, of Concrete Cosmetics**, Crowley, TX and **Johnny Angel of B & B Overlays**, Billings, MT...combined their master craftsman experience and decorative talents to create quite a buzz on the campus of Montana State University ... drawing a teeming swarm of attention, becoming quite the attraction, like bees to honey.



After precisely inscribing the design, Kenny and Johnny applied **Aurora Dust Epoxy**, available in a borealis of multi-dimensional vibrant colors, that brought the bee buzzing to 3D life on this floor.

This **Aurora Dust Epoxy** floor has a mirror-like protective finish of **High Performance Urethane** (excellent wear/abrasion resistance).

The expert manner in which Kenny and Johnny undertook this inspiring project clearly demonstrates product knowledge, attention to detail, and application skills. Enduring the public use it will be subjected to, for years to come is a visible testimony of what can be achieved using premium time-tested **McKinnon Materials**.

**How do prospective residential & commercial customers view your architectural hardscape surfaces? Change their focus from one that is merely "desired" to one that is "required" by addressing safety management issues, sanitation concerns, and green safe healthy living and working environments.**

**Sanitation**... According to Alliance for Consumer Education, a foundation dedicated to advancing community health and well being, the leading causes for illness in homes and buildings are dust, dust mites, enterococcus, mold, rhinovirus & RSV, rotavirus, and trichophyton (*athletes foot*). Ease in cleaning and sanitation are a paramount quality of life issue for those suffering with illness & diseases such as Leukemia, AIDS, bone or other types of transplants, Hodgkin's Disease, Asthma, Cancer, etc. Seamless architectural hardscapes provide interior/exterior solutions. **McKinnon Materials sealed and sustainable flooring systems are an effective ways/means to control contamination.** Traditional types of flooring (*carpet, seamed vinyl, grouted tile, and those with joints*) can lead to serious health-related complications of a "life and death" nature.

**Safety Management** ...A majority of accidents are the result of slips, trips, and falls according to OSHA. They cause 15% of all accidental deaths (*2nd only to motor vehicle fatalities*). **OSHA** recommends walking surfaces have a Static Coefficient of Friction of "0.50." A research project sponsored by Architectural and Transportation Barriers Compliance Board conducted test with persons having disabilities and concluded that a higher coefficient of friction was needed by such persons. A static coefficient of friction of "0.60" is recommended for accessible routes and "0.80" for ramps. According to **ADA**, Accessibility Guidelines for Buildings and Facilities, Accessible Elements and Spaces: Scope of Technical Requirements, as pertaining to 4.5 Ground and Floor Surfaces along accessible routes and in access rooms/spaces, including floors, walks, ramps, stairs, and ramps, shall be stable, firm, slip-resistant. General Liability Insurance and Workman's Compensation premiums are based on actual claims experience; therefore, by taking steps to curtail accidental injuries from slip/falls you will be providing your customers with a way to take control (reduce or cap) rising insurance-related costs through responsible safety engineering and addressing risk management issues. **Adding skid/slip resistant micro-medias, that increase the level of surface traction, into McKinnon's resinous sealers (Epoxy, High Performance Urethanes, Acrylics, etc) will be providing your customers with a viable way/means to address ADA & OSHA recommendations.**



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**Vertical trade show display rack**

**When the show closes for the night your day should not be done. There is more work requiring your attention.**

Send emails out to those whose addresses you acquired, “thanking” them for visiting your exhibit space; or, mail them a postcard that does the same. Let them know that you are “at their service” to answer any questions they may have or to schedule a free quote and surface evaluation. *(You might consider offering a discount if, within 30 days of show they “sign on the line”).*

Just because someone does not opt to have you create a surface for them within a short period of time.. Does not mean they will not contact you months, sometimes up to years, down the road, so “do not write them off”. If the lead was from a Fall show, send them a postcard or email message in the Spring to re-ignite their interest. Doing so has the potential to pay off.

**Trade Shows**

**Most effective way to generate leads and showcase your surfaces.**

With the Fall season come trade shows, which include... local and regional chapters of NHBA, NARI, NSPI, along with other independent Home and Garden improvement ones. These shows represent a significant return for nominal investment. According to the Center for Exhibition Industry Research (CEIR), 88% of attendees are introduced to your company for the first time at trade shows, 76% ask for quotes, 87% pass on the information they acquired, and 68% tell at least 6 other people.

It is important to promote the show ahead of time ...”Invite” prospects using Facebook page, website, Twitter. Send mails or postcards to those that expressed an interest in the past as well as to area builders, architects, and designers. Be sure to include your booth number.

Location: A corner space at intersecting aisles near middle of exhibit center is a prime place for your booth (*open and airy, free from trapped-in feeling*). An alternative spot is on a main traffic aisle near (but not immediately next to) a concession area since people will eventually gravitate toward food and drinks.

With a little work your trade show exhibit will reel in a great many “keepers” that will provide you with leads, referrals, and recognition; as well as bring about the necessary public exposure and revenue it takes to successfully build your business.

We are readily available to help you make your show a “hit” as you draw in “future fans” (customers). You have the ability to become a “rock star” relative to Epoxy Stone, by creating alluring effects with the bedazzling 3D mystery of Aurora Dust Epoxy, by coloring the concrete world with environmentally safe Chromastain, or revitalizing old concrete surfaces with the classic charm and infinite patterns/designs/colors of McKrete.

**Helpful hints to make your trade show exhibition a success ...**

Have all interested parties fill out a card (print plenty!) to indicate **Name, Address, Phone, Email Address**. Also, include where they can indicate Product/System of Primary Interest, as well as Exterior or Interior Area.

Brochures and literature should be readily accessible, toward the back of your booth, where attendees must enter, or ask, to acquire them

Photo album(s) showing off your creative talents and transformations, are a plus. (Caution: Keep in sight; *they tend to grow legs and walk off!*)

Enlarge a few before/after photos, to create a poster-size collage, at local print shop (*place in poster frame*). Use an easel on table top at back of space to display, or hang from elevated backdrop booth separation curtain rod. Photo collages can also be printed on vinyl, for ease in rolling up/transporting and placing on collapsible easel. If you have electricity is available, shine a light on photo collage. (If you do not have impressive photos, use our brochures to create a collage; or give us a call.)

Don't fall into the trap of placing too much in a small 10'x10" space. Doing so creates an undesirable claustrophobic feeling.

A vertical display rack is an ideal way to showcase your samples without devouring valuable floor space. If electricity is available, spotlight your samples. Consider installing a removable floor of composite material.

People are drawn to action ... such as a Power Point presentation on a computer. It should include slide show photos. (*Short video clips of applications in process also draw an audience*). Doing so will hold the attention of those waiting to speak to you, providing them with insights, inspiration, and information.

**IMPORTANT:** “Man your exhibit space personally.” This is your job while the show is underway. **Remember:** First impressions, product knowledge, and immediate answers are vitally important. Just staffing your booth with bodies to collect filled out cards and to place out literature is NOT taking full advantage of your investment in the show or maximizing your full potential.

