

U-COAT DOT INDUSTRY PLAYBOOK

CORE POSITIONING (How You Win)


You are NOT selling coating.

You are selling:

 **“On-Site, Eco-Friendly Infrastructure Restoration”**

DOT buyers care about:

- Minimizing downtime
- Extending asset life
- Safety compliance
- Environmental regulations

 Your edge:

- Mobile (Trailer Program)
- No teardown required
- Eco-friendly surface prep + coating
- Fast turnaround = less lane closure

HIGH-VALUE DOT APPLICATIONS

1. DOT SIGN STRUCTURES (Big Opportunity)

Applications:

- Overhead highway sign frames
- Steel sign posts
- Guardrail-mounted signs

Pain Point:

Rust = structural failure risk + liability

U-COAT Solution:

- Easy Blast → removes corrosion without damaging substrate

- Flame Spray → rebuilds and protects metal instantly

Marketing Angle:

👉 “Extend sign life by 5–10 years WITHOUT replacement”

2. PARKING POSTS / BOLLARDS

Applications:

- Steel bollards in parking lots
- Traffic control posts
- Safety barriers

Pain Point:

Constant impact + rust = ugly + unsafe

U-COAT Solution:

- Spot blast + recoat onsite
- No removal needed

Marketing Angle:

👉 “Restore safety barriers overnight—no shutdown required”

3. GUARDRAILS & METAL ROAD INFRASTRUCTURE

Applications:

- Guardrails
- Steel barriers
- पुल support metals (bridges, overpasses)

Pain Point:

Corrosion leads to expensive replacements

U-COAT Solution:

- Targeted corrosion removal
- Zinc/aluminum flame spray for long-term protection

Marketing Angle:

👉 “Stop corrosion BEFORE full replacement is required”

4. TRAFFIC SIGN POLES & LIGHT POLES

Applications:

- Light poles
- Traffic signal poles
- Camera system poles

Pain Point:

Base corrosion = major failure risk

U-COAT Solution:

- Precision blasting at base
- Flame spray rebuild + seal

Marketing Angle:

👉 “Prevent pole failures without costly replacements”

5. SPOT REPAIR PROGRAMS (REPEAT REVENUE)

Applications:

- Any rusted DOT asset
- Maintenance contracts

Pain Point:

DOT budgets favor repair over replacement

U-COAT Solution:

- Mobile repair unit (your trailer)
- Fast deployment crews

Marketing Angle:


👉 “Your on-call corrosion repair team”

ECO-FRIENDLY ADVANTAGE (HUGE SELLING POINT)

This is where you DESTROY competitors.

Your messaging:

- Low dust / contained blasting
- No harsh chemicals
- Minimal environmental impact
- Compliant with strict state regulations

 Position as:

“Green Infrastructure Maintenance Partner”

TRAILER PROGRAM = YOUR BUSINESS MODEL

What Your Customer Is Actually Selling:

- Mobile DOT maintenance service
 - Emergency repair response
 - Preventative maintenance contracts
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HOW THEY MAKE MONEY (IMPORTANT FOR BUY-IN)

3 Revenue Streams:

1. Per Repair Job

- \$500 – \$5,000 per job depending on size

2. Maintenance Contracts (BEST)

- Monthly or quarterly inspections + repairs
- Predictable income

3. Emergency Repairs

- Premium pricing (fast turnaround)


GO-TO-MARKET STRATEGY (STEP-BY-STEP)

STEP 1: LOCAL TARGETING

Your customer should start with:

- City Public Works Departments
- County DOT offices
- Parking authorities
- Private parking management companies

STEP 2: SIMPLE OUTREACH SCRIPT

 Walk in or email:


“We specialize in eco-friendly, on-site metal restoration for DOT infrastructure. We help extend the life of signs, poles, and guardrails without replacement costs.”

STEP 3: SHOW, DON'T TELL

This is CRITICAL.

Your customer should:

- Bring before/after photos (your content)
- Offer a **FREE DEMO on one asset**

 This closes deals FAST.

STEP 4: ENTRY OFFER

Start with:

 “Pilot Repair Program”

- 3–5 assets repaired
- Discounted rate

- Prove value
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STEP 5: LOCK IN CONTRACTS

After pilot:

👉 “We can maintain ALL your assets quarterly for less than replacement costs.”

MARKETING MATERIALS YOUR CUSTOMER NEEDS

You already have photos—turn them into:

1. One-Page Flyer

- Before/after images
 - “Extend asset life”
 - “Eco-friendly solution”
 - “Mobile service”
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2. Quick Pitch Deck (5 Slides)

1. Problem (corrosion = \$\$\$)
 2. Solution (U-COAT system)
 3. Before/After visuals
 4. Cost comparison (repair vs replace)
 5. Call to action
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3. Trailer Branding Messaging

Put this BIG on the trailer:

- “ON-SITE METAL RESTORATION”
- “ECO-FRIENDLY DOT REPAIRS”
- “NO REMOVAL. NO REPLACEMENT.”

SALES STRATEGIES THAT WORK IN DOT

1. COST COMPARISON CLOSE

“Replacing this pole costs \$3,000+
We can restore it for a fraction.”

2. LIABILITY ANGLE

“Rust = structural failure risk. We help prevent that.”

3. BUDGET TIMING

DOT works on fiscal budgets.

 Best times to sell:

- End of budget cycle (use remaining funds)
 - Beginning (planning phase)
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4. RELATIONSHIP STRATEGY

This is NOT one-and-done sales.

 It's:

- Long-term contracts
 - Repeat maintenance
 - Referrals across departments
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LAUNCH CHECKLIST FOR YOUR CUSTOMER

Give them this inside the Trailer Program:

Week 1:

- Identify 10 local DOT/public works targets

- Prepare flyer + photos

Week 2:

- Visit 5 locations
- Offer 2 free demos

Week 3:

- Close first pilot job

Week 4:

- Convert to maintenance contract

 **BONUS: POSITIONING LINE FOR YOUR BRAND**

Use this everywhere:



“U-COAT delivers eco-friendly, mobile infrastructure repair systems that help contractors win high-value DOT maintenance contracts without heavy overhead.”