

# Marine industry go-to-market strategy for blasting equipment

## Product-to-application map — MARINE

### Dustless blasting

#### Easy Blast 6

Compact / spot work

- Hull spot prep on smaller vessels
- Dock pilings & hardware
- On-the-water mobile work
- Entry-level marine contractors

#### Easy Blast 25

Full hull prep

- Full hull strip & prep
- Commercial vessel maintenance
- Boatyards & dry dock ops
- Navy / coast guard facilities

## Flame spray

### Dagger

Backpack — spot repairs

- Topside touch-ups & spot coating
- Access-restricted areas
- Pier & dock hardware
- Fast mobilization jobs

### Spear

Small-medium jobs

- Railings, cleats, ladders
- Outboard brackets & fixtures
- Marine lighting & poles
- Small vessel metalwork

## Best seller potential

### Spartacus

Large jobs, low downtime

- Commercial hull coating
- Offshore platform structures
- Shipyard-scale operations
- Anti-corrosion zinc spraying

## Premium

### Maximus

Max power + XL gun option

- High-volume shipyard contracts
- Naval / gov't fleet work
- Offshore oil & gas platforms
- Continuous production ops

## Key pain points to lead with

### Corrosion is the #1 cost

Salt water destroys metal faster than any other environment. Every vessel owner, boatyard, and port operator is fighting corrosion constantly.

### Dry dock time = lost revenue

Every day a vessel is out of service costs money. Faster prep and coating with your systems = boats back in the water sooner.

### EPA & dry dust regulations

Dustless blasting is a massive compliance advantage in marinas and harbors where dry blasting is heavily restricted or banned outright.

### Hard-to-access areas

Vessels are full of tight, awkward geometry. The Dagger backpack and Spear handle exactly the spaces that large equipment can't reach.

## Target prospects

<b>Prospect</b>	<b>Best products</b>	<b>Hook</b>
Commercial boatyards / dry docks  High volume, repeat business	EB 25, Spartacus, Maximus	Cut hull prep time, reduce labor cost per vessel
Marine contractors & painters  Job-to-job, own equipment	EB 6, Spear, Spartacus	Win more bids with faster, cleaner, EPA-compliant work
Private marinas & yacht clubs  In-house maintenance staff	EB 6, Dagger, Spear	In-house capability, eliminate outsourcing costs
Navy / Coast Guard / Gov't fleets  Large fleet, strict specs	EB 25, Maximus + XL gun	Fleet-scale throughput, compliance, documented process
Offshore oil & gas platforms  Constant corrosion exposure	Spartacus, Maximus, Dagger	Remote-deployable, fast spot repair, long-term protection
Fishing fleets & charter operators  Cost-sensitive, practical	EB 6, Dagger	Keep boats in season, affordable ownership or rental

## Go-to-market channels

### **Trade shows & events**

IBEX, MDCE, Pacific Marine Expo. Live demos are king — nothing sells dustless blasting like watching it work next to a traditional rig.

### **Marine distributor network**

Partner with marine coatings suppliers (Interlux, Awlgrip, Jotun) — they already have the relationships and your equipment completes their offering.

### **Demo-first direct sales**

Bring a unit to a boatyard and blast a test hull section for free. Closing rate on live demos is dramatically higher than spec sheets alone.

### **YouTube / content**

Before/after hull videos perform extremely well. Marine DIY and boatyard communities are active online and share content heavily.

### **Rental & lease programs**

Lower the barrier to entry for boatyards and marinas who want to try before buying. Converts to sales and builds loyalty.

### **Coating contractor partnerships**

Certified contractor programs — train marine painters on your systems, list them as preferred applicators. Creates a sales network that grows itself.

## **Why the marine industry is a massive opportunity for your line:**

The marine world runs on one constant problem — salt water corrosion. Every boat, dock, platform, and marine structure is in a constant battle against rust, barnacles, and coating failure. That means your full product line has a natural home here, and unlike many industries, marine customers already understand that surface prep quality directly determines how long a coating lasts.

**The dustless blasting angle is especially powerful** in this industry because many marinas and harbors are in or near environmentally sensitive waterways. Dry blasting is restricted or outright banned at a lot of marine facilities. The Easy Blast 6 and 25 solve a compliance problem your competitors can't touch.

**On the flame spray side**, the Dagger and Spear fill a real gap — vessels are full of awkward geometry (bilge areas, transoms, hardware clusters, railings) that large equipment simply can't access. The backpack form factor of the Dagger is genuinely novel for marine maintenance crews. And the Spartacus/Maximus pairing positions you perfectly for shipyard and commercial fleet-scale contracts, where zinc arc spraying for anti-corrosion is a massive and growing market.

**The single biggest GTM lever for marine:** a live demo at a boatyard. If you can blast a test panel or spray a corroded fitting in front of a yard manager, you'll close at a dramatically higher rate than any brochure or spec sheet. The before/after is just too dramatic to ignore.

Hit any of the buttons in the widget to go deeper on a specific segment, or tell me what you want to tackle next — objection handling, a sales script, pricing strategy, or we can move to the next industry.

## **Who you're selling to**

### **Yard manager / operations manager**

Day-to-day decision maker. Cares about throughput, labor hours, and keeping vessels on schedule. Your best entry point.

Lead with: time saved per vessel + fewer labor hours

### **Owner / GM**

Signs the check. Cares about ROI, competitive differentiation, and not getting burned. Needs a compelling number, not a spec sheet.

Lead with: payback period + revenue per slip increased

### **Head of maintenance / lead tech**

The person who will actually use the equipment. Skeptical of anything that complicates their workflow. Win them and they'll sell it upstairs.

Lead with: ease of use + live hands-on demo

### **Environmental / compliance officer**

Present at larger yards. Cares about EPA compliance, runoff containment, and documentation. Dustless is a dream for them.

Lead with: zero dry particulate, easier permit compliance

## **The sales process — step by step**

Research & qualify before first contact

Look up the yard on Google Maps, their website, and marina directories. How many slips? Do they haul out? Do they offer hull painting in-house or sub it out? If they sub it out, that's your opening — they're already paying someone else to do what your machine does faster.

Time: 20–30 min per prospect

Cold outreach — call, not email

Yard managers and owners don't live in email. Call and ask for the yard manager or ops manager by name if you found it. Keep it to 30 seconds: "We make dustless blasting equipment specifically for boatyards — we're in the area next week and want to show you what we can do on a hull. Ten minutes, no pitch, just a demo." You're not selling on the call — you're booking a visit.

Goal: book the site visit, nothing more

The site visit — arrive ready to demo

Bring the Easy Blast 6 or a Dagger minimum. Walk the yard first — ask questions, listen, understand their current process. Then ask if you can show them something on a hull section or a rusty fitting. Let the machine do the talking. Bring a before/after photo book from real marine jobs. Don't pitch features — pitch the outcome they just watched happen.

This is your highest-leverage moment in the entire sale

Discovery conversation — find the pain

During or after the demo, ask: "What does your current hull prep process look like?" / "How many vessels are you turning around per month?" / "What's your biggest bottleneck right now — prep time, labor, compliance, something else?" Listen for the number. If they say "prep takes us 2 days on a 40-footer," you now have a benchmark to beat.

Key question: "What would it mean for your yard if you cut prep time by 40%?"

Build the ROI case — specific to their yard

Use their numbers. If they haul 15 vessels/month and prep takes 2 days each, and your system cuts it to 1.1 days, that's 13.5 labor days recovered per month. At \$40/hr labor, that's \$4,320/month saved — your machine pays for itself in months, not years. Put it in a one-page sheet with their logo on it. Make it feel like it was made for them.

Personalized ROI sheet closes deals

Present the right product configuration

Don't overwhelm them with all six products. Based on their yard size and job mix, lead with one primary recommendation and one add-on. A mid-size yard doing full hull work → EB 25 + Spartacus. A small marina with in-house maintenance → EB 6 + Dagger. Make it feel like a tailored solution, not a catalog.

Two products max in initial proposal

Handle objections, create a path to yes

See objection cards below. If they're on the fence, offer a 30-day trial, rental, or a paid pilot job where you bring the equipment and run it with them. Remove as much risk as possible from the first yes.

Offer a pilot before you let them walk

Follow up with a reference call

Have 2–3 existing marine customers willing to take calls. Nothing closes a skeptical yard manager faster than hearing from a peer who's been using the equipment for 6 months. Build this reference network intentionally from your first marine sales.

Peer references = highest trust signal in trades

A few things worth emphasizing from a strategic standpoint:

The boatyard sale is fundamentally a trust sale, not a feature sale. These are trades people who have been running the same process for years. They're not going to buy because your spec sheet looks good — they're going to buy because they watched the machine work on their own equipment, a peer told them it changed their operation, and the numbers made sense in writing.

The biggest mistake in this segment is pitching too early. If you walk in leading with product names and prices, you're dead. Walk in asking questions. Let them tell you their problems. Then show them the demo. The product sells itself once they see it — your job before that moment is just to get in the room.

The lead technician angle is underrated. In most yards, the yard manager or owner will not pull the trigger if the head tech is resistant. Getting the tech enthusiastic — ideally by letting them run the equipment themselves during the demo — essentially creates an internal champion who sells it upstairs for you.

Hit any of the buttons to keep building this out — the cold call script and ROI calculator template are both high-leverage next steps.