

## U-COAT Marine Industry Playbook

### Core Positioning

“Eco-friendly, on-site marine restoration & protection using advanced flame spray and precision blasting systems.”

You are NOT selling coating—you are selling:

- Cost savings vs replacement
  - Faster turnaround (dockside service)
  - Eco-compliant restoration
  - High-performance protection in harsh environments
- 

### SYSTEM STACK (What They Use)

- **Flame Spray System** → corrosion-resistant metal coatings
  - **Easy Blast System** → surface prep, barnacle removal, oxidation removal
  - **Eco-Friendly Coatings** → low environmental impact, marina-safe
- 

## HIGH-VALUE MARINE APPLICATIONS

### 1. Boat & Vessel Repairs (PRIMARY MONEY MAKER)

#### Applications:

- Corroded metal restoration (rails, props, trim tabs)
- Pitted aluminum repair
- Steel structure protection

#### Marketing Angle:

- “Restore, don’t replace”
- “Extend vessel life by 5–10+ years”

#### Why Flame Spray Wins:

- Bonds stronger than paint

- Marine-grade corrosion resistance
  - Withstands saltwater exposure
- 

## **2. Spot Repairs (FAST CASH JOBS)**

### **Applications:**

- Small corrosion areas
- Dock damage
- Trailer rust repair

### **Marketing Angle:**

- “Dockside same-day repairs”
- “No haul-out required (in many cases)”

### **Strategy:**

- Target quick turnaround jobs for steady cash flow
  - Great entry service for new customers
- 

## **3. Barnacle, Mold & Surface Removal (ENTRY SERVICE)**

### **Using Easy Blast System**

### **Applications:**

- Hull cleaning (above waterline)
- Barnacle buildup on trailers & parts
- Mold/mildew on decks & storage compartments

### **Marketing Angle:**

- “Eco-safe surface cleaning”
- “No harsh chemicals / marina compliant”

### **Strategy:**

- LOW barrier service → easy to sell

- Upsell into coating services
- 

#### **4. Marine Trailer Restoration**

##### **Applications:**

- Rusted trailers
- Axles, frames, brackets

##### **Marketing Angle:**

- “Save thousands vs buying new trailer”
  - “Stronger than factory coating”
- 

#### **5. Marina & Dock Infrastructure**

##### **Applications:**

- Metal pilings
- Ladders, railings
- Dock hardware

##### **Marketing Angle:**

- “Prevent structural failure”
- “Extend infrastructure lifespan”

#### **BIG CONTRACT OPPORTUNITY**

---

#### **ECO-FRIENDLY SELLING ADVANTAGE**

This is HUGE in marine.

##### **Positioning:**

- “Marina-safe restoration”
- “Low environmental impact”
- “Compliant with coastal regulations”

## Why It Matters:

- Marinas are strict about runoff & chemicals
  - Boat owners care about water pollution
  - Gives you an edge over traditional sandblasting & coatings
- 

## TARGET CUSTOMERS (FIRST 30 DAYS)

Your trailer owner should focus on:

### 1. Marinas

- Service contracts
- On-site vendor relationships

### 2. Boat Repair Shops

- Partner instead of compete
- Become their “coating specialist”

### 3. Boat Owners (Direct)

- Especially:
  - Fishing boats
  - Commercial vessels
  - Older boats (10+ years)

### 4. Marine Contractors

- Dock builders
  - Waterfront property managers
- 

## GO-TO-MARKET STRATEGY (FOR TRAILER CUSTOMER)

### Phase 1: Fast Entry (Week 1–2)

**Goal: Get first jobs quickly**

- Offer:

- FREE demo on a small corroded part
    - Discounted first job
  - Hit:
    - 10 marinas in person
    - 5 boat repair shops
- 

### **Phase 2: Build Authority (Week 3–6)**

- Post BEFORE/AFTER photos daily
- Show:
  - Corrosion → restored metal
  - Barnacles → clean surface

### **Content Ideas:**

- “This boat part was about to be replaced...”
  - “Saved this customer \$3,200 today”
- 

### **Phase 3: Lock in Contracts (Month 2+)**

- Offer:
    - Monthly marina maintenance packages
    - Fleet service discounts
- 

## **TRAILER SETUP FOR MARINE SALES**

### **Visual Branding (IMPORTANT)**

Your wrap should show:

- Boats / marine visuals
- Corrosion before/after
- “Eco-Friendly Marine Restoration”

### **Must-Have Messaging:**

- “ON-SITE MARINE REPAIR”
  - “NO REPLACEMENT NEEDED”
  - “ECO-SAFE COATINGS”
- 

### **PRICING STRATEGY**

#### **Entry Services (Easy Blast)**

- Lower cost
- High volume
- Upsell opportunity

#### **Premium Services (Flame Spray)**

- High ticket
  - High margin
  - Position as:
    - “Permanent solution”
- 

### **UPSELL FLOW (VERY IMPORTANT)**

1. Customer calls for cleaning (barnacles, mold)
2. You clean with Easy Blast
3. You show corrosion underneath
4. You offer:

“We can protect this so it doesn’t come back”

 THIS is where the money is

---

### **MARKETING CONTENT CHECKLIST**

Your customer should capture:

- Before/after corrosion
  - Flame spray in action
  - Close-up coating finishes
  - Barnacle removal
- 

### **SALES SCRIPT (SIMPLE & EFFECTIVE)**

“Most people replace this... we restore and protect it for a fraction of the cost—and it lasts longer in marine conditions.”

---

### **SUCCESS FORMULA FOR TRAILER OWNER**

If they follow this:

1. Start with cleaning (Easy Blast)
2. Build trust
3. Upsell coating (Flame Spray)
4. Target marinas for recurring work

 They will generate revenue FAST

---

### **OPTIONAL ADD-ON SERVICES (EXPAND LATER)**

- Anti-slip coatings
- Protective coatings for tools/equipment
- Marine hardware restoration packages