

U-COAT Oil & Gas Industry Starter Kit – Marketing & Application Guide

1. Marketing Benefits of the Flame Spray System in Oil & Gas

Key selling points:

- **Rapid surface preparation & coating:** Flame spraying removes rust, old coatings, and marine growth on rigs, oil tanks, pipelines, and clarifiers quickly, reducing downtime.
- **Precision spot repairs:** Targeted flame spray repairs prevent over-application and save material costs.
- **Eco-friendly & compliant:** Uses coatings that meet environmental regulations and avoid harsh chemicals, appealing to companies with ESG (Environmental, Social, Governance) goals.
- **Durable protection:** Flame sprayed coatings provide chemical resistance to oil, saltwater, and industrial solvents, extending asset life.
- **Portable & flexible:** The U-COAT trailer system allows onsite applications without disassembly, saving transport costs.

Marketing strategies for this industry:

- **Highlight cost reduction:** Show case studies demonstrating reduced maintenance costs and downtime.
- **Emphasize environmental compliance:** Stress the eco-friendly aspect and safe chemical alternatives—this is a huge differentiator in oil & gas.
- **Show versatility:** Demonstrate applications across different assets—oil rigs, clarifiers, tanks, and pipelines.
- **Bundle services:** Offer Easy Blast + Flame Spray combo for full prep-and-coat solution.
- **Leverage “trailer-ready” messaging:** Market the kit as a **mobile oil & gas maintenance solution**—no need for heavy equipment transport.

2. Industry Applications & Techniques

Asset	Problem	U-COAT Solution	Value Proposition
Offshore Oil Rigs	Rust, scale, saltwater corrosion	Flame Spray System for coating repairs	Reduces downtime, improves safety, eco-friendly
Oil Storage Tanks	Corrosion, leaks, old coating failure	Easy Blast for prep, then Flame Spray coating	Quick spot repair, minimal chemical use
Water Clarifiers & Filtration Systems	Sediment build-up, microbial growth	Easy Blast removes buildup, Flame Spray for protective coating	Extends equipment life, ensures compliance with water quality standards
Pipelines & Weld Points	Rust, coating failure, small leaks	Flame Spray for spot coating, Easy Blast for prep	Maintains flow integrity, prevents expensive shutdowns
Oil Platforms / Deck Surfaces	Wear from equipment, chemical exposure	Flame Spray coatings for abrasion & chemical resistance	Improves worker safety, reduces maintenance costs

Techniques to highlight for marketing:

1. **Spot Repair & Touch-Up Service:** Market as “no downtime required” maintenance for pipelines or tank surfaces.
2. **Full Surface Renewal:** Show before-and-after visuals of Easy Blast prep + flame sprayed coating for large oil tanks.
3. **Mobile Service Advantage:** The trailer allows quick deployment to remote oil fields, cutting transport and labor costs.
4. **Eco-Friendly Differentiation:** “Green coating technology” reduces VOCs, chemical runoff, and environmental fines.

3. Marketing Strategies & Customer Onboarding for Oil & Gas

Step 1: Educational Marketing

- Create **case studies, videos, and social posts** showing flame spray + Easy Blast on rigs, tanks, and pipelines.

- Emphasize **eco-friendly, OSHA-compliant operations**.
- Share ROI analysis: “Save X hours of downtime, reduce chemical waste by Y%.”

Step 2: Starter Program for New Customers

- Provide **trailer setup checklist** with recommended models, consumables, and branding kits.
- Include **step-by-step demo**: prepping with Easy Blast, coating with Flame Spray, finishing touches.
- Offer **onsite or virtual training sessions** to get teams comfortable with the systems.

Step 3: Partnership & Industry Networking

- Attend oil & gas expos (e.g., **Offshore Technology Conference (OTC)**).
- Collaborate with **maintenance contractors** and environmental compliance teams.
- Promote trailer program as a **turnkey business solution**: customers get a mobile, eco-friendly service platform ready to serve the oil & gas sector.

Step 4: Visual Marketing

- Include **before/after photos** from projects.
- Use branded **trailer graphics showing eco-friendly and industrial reliability messaging**.
- Highlight **trailer mobility** in videos and marketing materials.

Step 5: Sales & Outreach Techniques

- Target **maintenance departments**, environmental compliance managers, and oilfield service providers.
- Offer **free demo sessions** at industrial sites.
- Position your customers as **eco-conscious contractors** with advanced technology.

4. Value Proposition for Oil & Gas Customers

“U-COAT Trailer Program provides a **mobile, eco-friendly solution** for surface preparation and protective coating. Reduce downtime, extend asset life, and maintain environmental compliance—all with one trailer.”

Customer takeaway:

- Quick setup, mobile operations
- Cost-effective maintenance & repair
- Environmentally responsible solution
- Access to training and support for rapid deployment