



# Lessons from LeRoy Johnson

ALL THE THINGS YOU SHOULD KNOW

## NOVEL USE OF BINDERS

Distributor Stacy Womack of Belzona Mountain States has been using 1" inch binders in a novel way. He is preparing these binders for HVAC, Chemical Containment and Pump Efficiency. Each binder contains a CD prepared by Stacy, which includes information from the BEL and the Explorer such as product specification sheets (PSS), application videos and a small procedure demos. The Binder is equipped with leaflets such as an application focus brochure, product flyers, KHIA, case histories and other technical information for the appropriate industry. He feels this has been a great help to target these specific industries in his territory. Stacy reports these binders and a business card are left with the customer as a reminder of what Belzona can do for them. If you would like more information, feel free to call him at 702-740-4949.



Belzona binder

## EXTRA, EXTRA!

Have you been sitting in front of a customer and as you look at his shelf there is a collection of three ring binders representing various companies? Now you can add a Belzona binder. Available is a ready made binder with a card holder. It is organized by tabs and contains all the product flyers as well as the PSS sheets, and Know-How brochures. Contact Hamsely Mirre at [hmirre@belzona.com](mailto:hmirre@belzona.com) to place an order!

## WHAT'S OLD IS NEW

Distributor Jim Rumford (Rumford Industrial Group) produced a video entitled Super Metal, which was to be used as a training video for Battle Damage kits sold to the US Military. This video outlines the basic applications for Belzona® 1111 (Super Metal), including shaft repairs, keyway repairs and bearing housings. This video works well if you're able to conduct product demonstrations at your customer's shops. You can also pause the presentation to elaborate on key points such as surface preparation, mixing ratios and cure times. Copies of the video will be made available to Distributors. To obtain your copy contact Marketing Supervisor Ray Rodriguez at: [rarodriguez@belzona.com](mailto:rarodriguez@belzona.com).

# A Fresh Six Pack of New Distributors

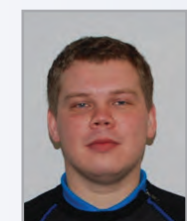
SIX NEW DISTRIBUTORS JOIN THE BELZONA TEAM

Wernher Flores  
Plásticos y Poliuretanos  
de Ingeniería S.A. de C.V.



Mr. Flores was appointed as the Belzona Distributor for Mexico City and the Mexican States of Queretaro, Hidalgo, Morelos, Guerrero, and Tlaxcala. He is a second generation Belzona Distributor (his parents run a Distributorship in Guatemala) who will utilize his knowledge and experience to achieve greater market penetration within his region.

Dimitry Kudryavtsev  
SAO Composite Service



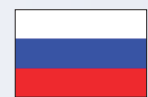
SAO Composite Service, an existing Distributor for Russia based in the St. Petersburg area, was appointed as the Non-exclusive Distributor for Belarus. With particular expertise in the Marine and Power Industries, Mr. Dimitry Kudryavtsev joined his father, Juri, in the business last year and will be instrumental in the development of Belzona in Belarus.

Ivan Strelar  
ISEA D.o.o.



Mr. Ivan Strelar, currently the Distributor for Croatia, has been appointed as a Caretaker Distributor for Macedonia. Ivan has already appointed Mr. Pance Nastoski as the local Consultant. Pance worked with the previous Distributor in the area to provide support and has extensive knowledge of Belzona products and the Macedonian market-place.

Shaun Going  
JV Sakhwest  
Construction Ltd.



Mr. Shaun Going was recently appointed as the Distributor for Sakhalin Island off the coast of Russia. Established in 1997, JV Sakhwest Construction Ltd. have successfully developed considerable knowledge and expertise while being awarded numerous contracts within major oil and gas organizations in Sakhalin.

Ibrahima Lo  
Afrique Mines  
et Industries SA



Mr. Ibrahima Lo, the current Distributor for Sénégal and Gambia, has been appointed as the Distributor for Mali, Niger and Guinea. Since becoming a Distributor in 2007, Ibrahima and his team have shown great commitment to developing Belzona with his connections and experience, especially in the mining industry.

Frédéric Pallisco  
Application Industriel  
du Caoutchouc



Mr. Frédéric Pallisco has been appointed as the Distributor for Ivory Coast, Africa. Previously a Belzona customer, Frédéric founded his company in 1983 and has grown his business and expertise by providing for local industries, including local refineries, sugar mills, and mines, with polyurethane equipment as well as seals and gaskets.

# THE FLIPSIDE

## Quality Continues

ISO 9001:2008 REGISTRATION

It is widely acknowledged that proper quality management improves business, often having a positive effect on investment, market share, sales growth, sales margins, competitive advantage, and avoidance of litigation [1]. Belzona, cognizant of this fact, has taken great strides to maintain its level of quality. So much in fact that when held against the highest standards during a recent audit by the British Standards Institute at Belzona's manufacturing facility in Harrogate, UK, the company passed the test to obtain its registration to the updated QMS (Quality Management System) ISO 9001:2008.

A globally acknowledged accreditation, the ISO 9001 registration provides a comprehensive model for quality management systems. While the percentage of companies which meet this standard varies significantly across countries, overall those who achieve it stand out from the pack. It is for this reason that the ISO 9001 logo is purposefully placed on our

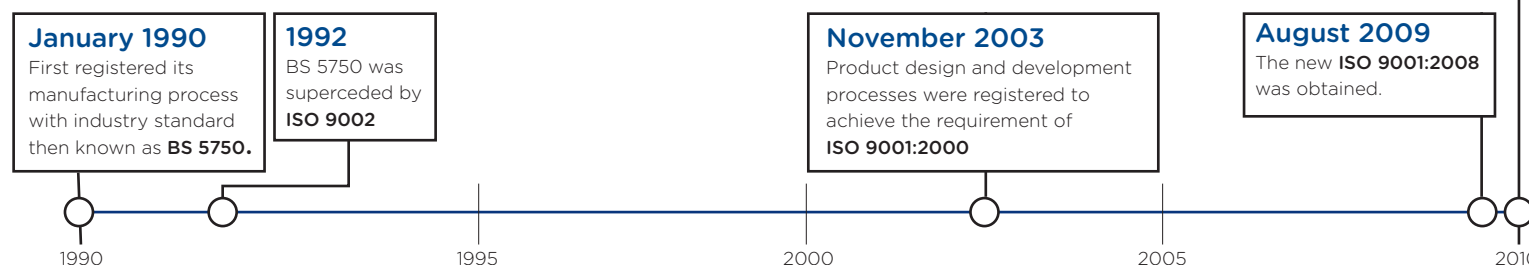
literature and websites, so that customers may see our level of commitment in this area.

To further emphasize this accomplishment, Dr. Bill Ashcroft, Managing Director of Belzona Polymerics commented, "This is another milestone on the road to the globalization of our business. Achieving the upgraded standard obliges Belzona to drive continuous improvement in customer service and satisfaction and builds on our existing commitment to deliver product and service."

Aside from meeting quality standards, common hurdles that make it difficult for most companies to achieve the ISO 9001 certification include the significant investment, time, and paperwork required for registration; all which Belzona has overcome. Because we were previously accredited the ISO 9001:2000, the update was fairly seamless. | NL |

[1] "Good Business Sense is the Key to Confronting ISO 9000" Frank Barnes in *Review of Business*, Spring 2000.

Belzona's ISO progress over the years (1990-present)



## Focus On These Flyers

APPLICATION FOCUS FLYERS AVAILABLE

Belzona's Marketing department, in its continuous effort to provide our sales force with well-thought-out marketing collateral, is pleased announce the most recent line of new literature – Application Focus Flyers. These flyers are instrumental in promoting sales across various industries and should be shared amongst all respective prospects and customers. They influence customer's decision in two ways (1) highlighting the solutions Belzona provides within these key applications, and (2) instilling the confidence in knowing that we 'focus' in these type of repairs and maintenance.

Application Focus flyers are available to view and download under *Application Know-How* in the BEL at [bel.belzona.com](http://bel.belzona.com). They include the following:

- Abrasive Attack (Rotating Equipment)
- Chemical Attack (Concrete)
- Corrosion Under Insulation (Insulation Protection)
- Corrosion Under Insulation (Steel Protection)
- Efficiency Enhancement (Fluid-Handling Equipment)
- Erosion-Corrosion (Fluid-Handling Equipment)
- Erosion-Corrosion (Heat Exchangers)
- Flange Face Protection and Reforming
- Floating Hose Repairs
- Lining of Process Vessels
- Linings for Chemical Storage Tanks
- Roof Repair and Protection (Lead)
- Small Bore Nozzle Protection
- Tank Base Corrosion
- Transformer Oil Leaks



| NL |

Feature Ideas/Comments? e-mail us at: [belzona@belzona.com](mailto:belzona@belzona.com)

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# NewsLINK

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# EXPANSION

Two of the most recent expansions across Belzona, the new test labs in Belzona Inc. and last year's addition of a new building in Belzona Polymerics, are testament to our continued growth despite the worlds' recent tumultuous economic environment.



**NEW LABS - Miami, FL**  
The new Belzona Inc. (Miami, FL) test labs have opened doors to a wide variety of performance tests for Belzona products. These tests will provide the network with a better understanding of the product's characteristics and abilities. It will also provide valuable insights that allow our R&D department to develop new and improved products. Ivan Ordaz, Research Supervisor, stressed this point by further stating "Only with scientific strives can Belzona continue to stay ahead of the market as it has done for the last 58 years."

**NEW BUILDING - Harrogate, UK**  
Belzona Polymerics (Harrogate, UK) also experienced expansion with the opening of their new building extension to facilitate the continual growth of the business. This new extension hosts additional space to the factory, which provides a new location for the labeling function and extra storage capability for raw materials. It also provides three floors of additional office space including an entertainment suite on the top floor.



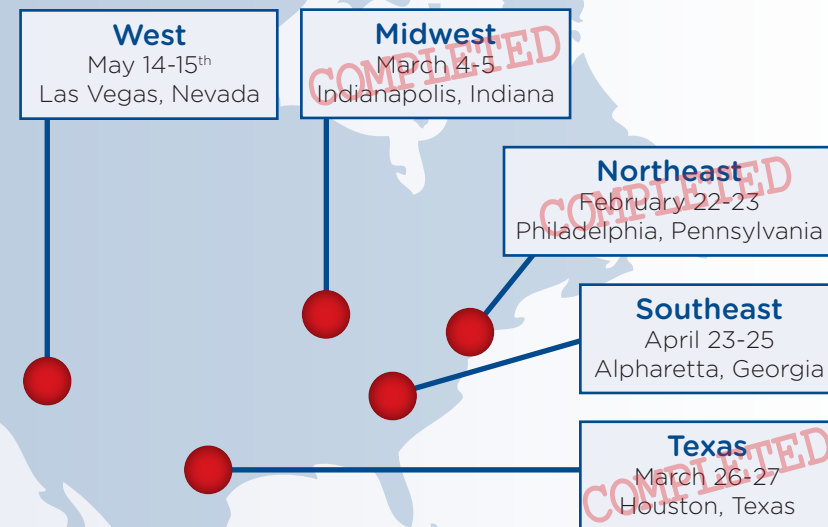
INSIDE: Worldwide Update . Articles by Engineers . New Distributors . Selling Points . and more

# Connecting Neighbors

## REGIONAL MEETINGS PLANNED ACROSS NORTH AMERICA

Following Belzona's successful 2010 North American Distributor meeting, Regional Meetings for 2010 have been scheduled to take place over the next four months across the country. These meetings consist of customized agendas that reflect the needs of each individual region, allowing Consultants to be updated on new projects Belzona Inc. is currently working on, and give them a chance to network with fellow colleagues. Gary Banks, who hosted the Northeast Meeting, states: "It is important for us as a company to get together, interact with each other, and create an atmosphere of networking for the exchange of ideas. We are a world class company with highly skilled and knowledgeable Consultants. It would be irresponsible not to share our ideas or tap this resource of knowledge".

a captain was assigned to work with their group members on choosing dates, location, creating agendas, and much more. Belzona Inc. would like to thank the captains, Gary Banks, Jim Rumford, Brian Burgess, Don Robertson, Stacy Womack and their fabulous office staffs for their time and dedication. | NL |



# Southern (Hemisphere) Hospitality

## FIRST ANNUAL LATIN AMERICAN ADVISORY BOARD MEETING

For the first time in the history of Belzona, an Advisory Board consisting of five distributors has been formed for Latin America. The purpose and function of the Advisory Board was to advise and make recommendations towards the good of the company for both Belzona Inc. and its entire network of Latin American Distributors. The distinguished members of this Advisory Board will act as representatives in a variety of subjects, allowing the Distributors to work within their areas of expertise, both individual and collectively.

The Advisory Board consisted of five Distributors from across Latin America- **Jorge Robles**, J.R Consultores Industriales, México; **Wernher Flores**, Polímeros y Poliuretanos de Ingeniería S.A de C.V., México; y **Diego Hita**, Hita Comercio y Servicios LTDA, Brasil, **Manuel Moncayo**, DMC - Asistencia Técnica Industrial S.C.C., Ecuador; **Roberto Rivera**, R & R.E.I.R.L., Chile.



The current members of the Advisory Board will serve for a period of 24 months as of October 2009, the date in which the first meeting took place. A new set of Distributors will be selected to serve once this first term is completed.

This first meeting was held in the corporate offices of Belzona Inc. in Miami, Florida over two days, giving Distributors the opportunity to participate in discussions, and present their concerns and suggestions. All members of Belzona were attentive to the observations of the Distributors and this meeting served as a timely occasion to promote their knowledge and experience.

We want to take this opportunity to thank all members of the Advisory Board for having dedicated their time to this meeting and for their efforts in helping Belzona become conscious of the needs of our Latin American Distributors. | NL |

# Hot Off the Presses

## BELZONA ARTICLES GET INKED IN MANY INDUSTRY MAGS

Belzona had articles featured in various industry publications.

### Featured Articles:

- 1 Polymeric Solution for Pumps Suffering from Cavitation**  
by Glenn Machado
- 2 Why Replace It When You Can Wrap It?**  
by Glenn Machado
- 3 Efficiency Improvement**  
by Osmay Oharriz
- 4 Service Life Extension for City's Crucial Sewer System**  
by Pedro Sanchez

### Online Articles:

**CoatingsPro** 2 4  
**POWER** 1  
**Plant Engineering & Maintenance** 1 2

# Corporate Brochure

## COMING SOON!

In our continuous effort to improve Belzona literature, not just by appearance but also in practicality, we are pleased to announce that a new corporate brochure is being prepped for release. Although the brochure itself can be used as a stand-alone document, with multiple pages summarizing essentially "who we are" and "what we do"; it also serves as a folder that neatly holds all additional literature relative to the interest of any particular customer.

Inside the corporate brochure you will find:

- Problem areas and how they arise
- How Belzona addresses these issues
- A summary of product series
- Summary of industry solutions and common applications
- Corporate offices worldwide with contact information
- Pocket for adding additional literature
- Timeline of product development exemplifying our 58 year history
- Business card insert

**“The brochure provides just the right information to introduce Belzona to any new prospect, which is simply is not summarized quite as well in a flyer. With the added functionality of being a folder as well, the brochure serves as an ideal leave behind whether at meetings, trade shows, or individual consultation.”**  
- Ray Rodriguez, Marketing Supervisor.

# Power to the People



## BELZONA GETS AMPED DURING POWER GEN CONFERENCE

Belzona participated once again in the annual Power-Gen Conference and Exposition. Constantly rotating across a set number of cities, this year the event was held in Las Vegas, Nevada. With over 18,000 attendees, Power-Gen is comprised of a three-day information exchange designed to share practical experiences and know-how regarding up-to-date trends and challenges within the industry. The brightest minds in the industry shared their wealth of knowledge throughout conferences and hundreds of companies all related to Power provided insightful discussions and



Belzona Representatives (above) light up the Power-Gen Conference in Las Vegas.



networking opportunities. As in most trade shows, a good portion of those whom visited Belzona's booth were existing customers, raving on how pleased they were with the solutions we provide to their maintenance needs. Representing the company at the site was Vice President Technical Service Chris Lucas, Product Research Supervisor Ivan Ordaz, Marketing Supervisor Ray Rodriguez, and Marketing Coordinator Lauren Doval. Together and with the help of various Consultants from Belzona Mountain States, we promoted our solutions to the industry and learned as well from everything surrounding us to keep competitive in this sector. | NL |

# Building Relationships

## STRENGTHEN YOUR SALES

Have you considered Consultative Selling as opposed to just simply selling? With the Consultant Selling approach the objective is to genuinely help potential business prospects as opposed to focusing on the actual sale itself. It is the core of what Belzona stands for, "we sell solutions, NOT products". While one may assume this underlying attitude may not make much difference in the field, the focus on helping people solve their problems rather than on making a sale is recognized by customers. With this first impression the Consultant immediately is recognized as an asset which in itself promotes a trusting relationship with the buyer.

Three simple steps can help lead you in establishing the Consultant-to-Customer rather than Sales-to-Customer basis:

- 1** During the first meeting with a prospect, find out whether you're a good fit with each other and whether the job is one that your company has the skills and resources to complete.
- 2** While it may not seem natural, provide your earnest assessment if you feel the company products are not well fitted to carry out the request and advise your customer of the appropriate alternative.

**3** Your sincere desire to help and honest evaluation will avoid catastrophic outcomes where the product initially sold was not an ideal match for the problem at hand avoiding tarnishing your reputation. This approach would also lend itself to future sales that would result in outstanding applications that would promote referrals and thus increased business.

In all, developing a trusting relationship between consultant and consumer helps build deeper roots between the company and the community, improving the overall image of the corporation and increasing the potential for quality sales. | NL |

Adapted from "Connecting Relationships and Selling" Wardell, Charlie. Remodeling 13 July 2006. <http://www.remolding.hw.net >.