

NEWS RELEASE

For Immediate Release

POLYURETHANE MACHINERY CORPORATION
(PMC)



**POLYURETHANE
MACHINERY
CORPORATION**

[PMC Hit the Road this Spring - Listening to Customers and Redefining Partnerships](#)

LAKEWOOD, NJ - June 20, 2018

The PMC Sales and Business Development team recently hit the road and toured the USA with a mission to meet with contractors and distributors, as well as offer extensive demonstrations and trainings. The company is re-imagining cultivating partnerships, by truly offering a personal approach and real face-to-face support, regardless of proximity.

First stop was the **Annual Tech Day at IDI of Montana**, formally Kevin Distributing. PMC attended the well-attended three-day course. PMC was the only equipment manufacturer represented. They were able to address the audience of about 45 contractors and educate them on the history and philosophy of PMC. The entire product line was covered as well as the advantages of using PMC equipment in comparison to competitors. This event was a great day for PMC as it resulted in several orders for machines and the new AP-3 guns.



Next, was the 2018 **National Bridge Preservation Conference in Orlando, Florida** in mid-April. PMC was the only plural component equipment company that brought a Mobile Equipment Showroom to the conference and stationed themselves in the hotel parking lot for a

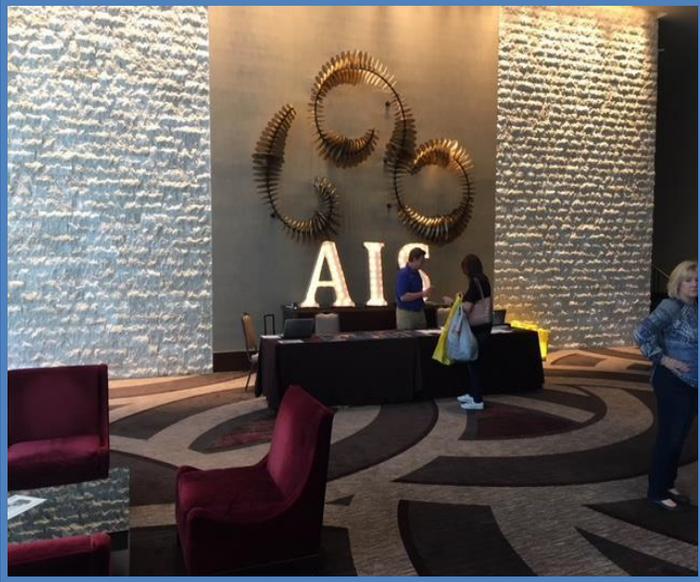
Polyurea application demonstration. They were there in partnership with Wasser Coatings to show the benefits of PMC equipment to all kinds of bridge professionals including state agencies, contractors, supplier consultants as well as local and federal agencies. The demonstration was very well attended, with almost 30 different companies participating, doing everything from epoxy application, interior pipe coatings to cement pouring.

PMC sprayed a number of samples, on a cement board style product of the Wasser Coatings Polyflex 411 ShearCoat Polyurea system. Polyflex 411 ShearCoat is a high performance slow setting polyurea waterproofing membrane. The slower gel/tack free time allows aggregate to be broadcast onto substrate before the initial set. Wasser demonstrated this 10 seconds after PMC finished spraying.

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Then, it was onto **Nashville** for a **Customer Appreciation Open House** with **Appalachian Insulation Supply**, a PMC distributor partner. AIS gathered over 200 of their customers for a weekend of business, fun and comradery. This offered a great opportunity to talk face to face with contractors and the AIS sales team. PMC was the only vendor invited to attend, present and display products and services. Overall, this was a productive and successful get-together, as they were able to gain insight from existing customers as well as introduce potentially new customers to the advantages of using PMC equipment. PMC was very pleased to hear the abundance of interest in the new AP-3 Air Purge Gun and look forward to providing the guns to more customers.

PMC said goodbye to AIS, and headed on to **Minnesota** next, for an **IDI Training** on April 20, 2018. IDI Distribution has Insulation and Sprayfoam trainings that they conduct at several of their larger locations across the USA. This particular training was held at their brand NEW building at their headquarters in Chanhassen, MN. The first day consisted of building sciences and non-foam insulation products and the second day was Vendor Day, where PMC was able to set up and demonstrate the NEW AP-3. There were about 45 attendees that were able to try it out for themselves. The hands-on demonstration afforded the sprayers the chance to ask questions and learn more about the entire line of PMC equipment. There was a drawing for a winner to receive one of PMC's new AP-3, which created a lot of excitement from the contractors. Needless to say, the winner was thrilled and couldn't wait to start using it on his jobs!

In May, they headed for **Specialty Products Inc.** and **Demilec** in **Texas!** Both of these PMC distributor partners were very welcoming and hosted extensive tours of their facilities. Once again, the PMC team was able to meet face to face with distributors, demonstrate & introduce new products and gain meaningful insight so they can continue to meet their partners' needs.

They then headed for **Intech** in **Dallas** on May 16th. PMC enjoyed a tour of their facility and were given the opportunity to demonstrate the new AP-3 from soup to nuts, explaining the ease of use, simplicity of maintenance and economical advantages.





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After Intech, they drove to another **Training** at **IDI of Dallas**. This event was very similar to the one in Minnesota. It too, was a very successful interactive event, which generated a lot of education and excitement.



PMC looks forward to continuing the “tour” across the country as they value their distributors and contractors’ partnerships. The company recognizes that it can be a complicated and ever-changing industry to navigate; with many options for equipment and service. There is more to this than just selling equipment and guns. PMC engineers a complete product line for Polyurethane Spray Systems including proportioning units, a uniquely designed heated hose system, transfer pumps, spray guns and the auxiliary equipment required by a contractor to successfully and economically apply residential foam insulation, roofing, pour foam, Polyurea

and Polyurea hybrid coatings. Manufactured in the USA, all of PMC’s products are the direct result of customer input, innovation, creativity and the perfectionist spirit of its engineers.

INNOVATIVE SPRAY TECHNOLOGY MADE SIMPLE.

Polyurethane Machinery Corporation (PMC) manufactures equipment and accessories for use in the urethane industry. At PMC, the service does not stop with the sale. PMC provides its customers with outstanding sales and technical service through a worldwide network of distributors.

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