

## CERTIFIED APPLICATOR TRAINING INFORMATION



### WHY SHOULD I BECOME A CERTIFIED APPLICATOR?

Cerakote is a professionally applied OEM finish, it is not a DIY finish. You will learn the correct way to apply Cerakote, and after attending our 2-day interactive course, you will become a factory trained Cerakote Certified Applicator.

### WHERE DO I GET TRAINING?

You will receive individual training at our state-of-the-art facilities in Quickborn, Germany. Our training courses are two full days. They are hands-on, comprehensive, and designed to educate you on all aspects of becoming a successful Cerakote Certified Applicator. We hold courses Wednesday-Thursday. We can offer customized classes tailored to meet your specialized needs, or hold off-site classes as requested.

### WHAT WILL I LEARN?

You will gain valuable knowledge and experience in:

- Correct Preparation by Substrate
- Various Methods of Degreasing
- Proper Racking
- Coating Selection
- Basic to Advanced Spray Gun Techniques
- In-Depth Application Methods
- Curing Procedures

- Stenciling & Camo Techniques
- Advice on Equipment & Operation
- Problem Solving & Troubleshooting
- Project/Job Costing
- Marketing Strategies
- Robotics (by request)
- Overview of Cerakote Products

## ARE THERE ANY OTHER BENEFITS OF BECOMING A CERTIFIED APPLICATOR?

Yes! There are several. Over 300,000 people visit our global website each month to view projects and look for applicators. Our entire marketing strategy revolves around driving these potential customers to you.

You benefit from our in-house, expert marketing team. We invest heavily in Google and Bing Ads, YouTube, as well as social media sites like Facebook, Instagram, Twitter and Pinterest.

You will have an interactive listing on our Certified Applicator Map with the following features:

- Your own photo gallery of your best work within our Gallery
- Your contact information, along with a bio and testimonials
- Direct linking to your website and or Facebook/Instagram page

IN ADDITION:

You will receive 10% off all Cerakote Testers/Pints/Quarts

You will receive 5% off all Cerakote Gallons

New colors are free (Tester size for the first 30 days with your next order. Limited Editions and Special Offer coatings may be excluded.)

## HOW MUCH IS IT?

The cost of the training class is €2000 for the first two person, €750 for each additional.

A €400 deposit secures your class dates.

## I'M READY TO SIGN UP

Great! To reserve a class date, please email us at [certifiedapplicators@cerakote.de](mailto:certifiedapplicators@cerakote.de), or call +49 (0)4106 6414121.

## MANUFACTURERS / OEMS

Please feel free to contact us directly to inquire about training options for you. Expedited training may be available.

## WHAT TO BRING

It is not required to bring any training parts to the class, as we have numerous parts available from various industries. However, It can be beneficial to bring items related to your industry to cover any specific training needs and requirements.

## WE LOOK FORWARD TO PARTNERING WITH YOU!

THE  
CERAKOTE  
TEAM

FINISH  
STRONG



CERAKOTE

TRAINING

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