

WHY SHOULD I BECOME A CERTIFIED APPLICATOR?

Cerakote is not a DIY finish. It is a professionally applied OEM 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 White City, Oregon. 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 Monday-Tuesday and Thursday-Friday. (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 Advance 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)

ARE THERE ANY OTHER BENEFITS TO BECOMING A CERTIFIED APPLICATOR?

Yes! There are several. Over 300,000 people visit our websites 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:
 - o Your own photo gallery of your best work within our [Gallery](#)
 - o Your contact information, along with a bio and testimonials
 - o Direct linking to your website and or Facebook/Instagram page
- You will have a dedicated Certified Network Manager

In Addition:

- You will receive 25% off all Cerakote 4oz Testers
- You will receive 20% off all equipment and swag
- New colors are always free (Tester size for the first 30 days with your next order)

We also provide you, free of charge, with:

- A Cerakote counter top display and cool Cerakote swag
- Brochures to advertise your business (customized with your logo for a minimal cost)
- Access to hundreds of digital files for stenciling patterns, logos etc.
- Subscribe to our emails for additional monthly promotions



HOW MUCH IS IT?

The cost of the training class is \$1,700 (This includes lunch both days.)

- A 50% deposit secures your class dates
- Upon receipt of the deposit, your company is placed as “Coming Soon” on our Applicator Map

To help offset the cost of the training class, you can ship two (2) predetermined items to our Cerakote Training Facility two weeks prior to your class dates. If you choose to send firearms, they must be COMPLETELY disassembled. They will be coated during the training and shipped back to the address listed on your FFL.

I'M READY TO SIGN UP!

Great! To reserve a class date, please email Mike Marugg at CertifiedApplicators@Cerakote.com, or give him a call at 1-866-774-7628. Be sure to provide the following:

- If coating firearms, a copy of your valid FFL license or pending application
- The address where you currently, or intend, to do business
- A link to your website and/or Facebook/Instagram page
- Are you currently using Cerakote?
 - If yes, on what types of projects or items?
- Are there any specific patterns or techniques you would like to learn?
- Are there any other topics you would like included in the class?
- Will you be doing this full-time?
 - If not, what industry do you come from?
- What are your goals and what does success look like for you with Cerakote?

We look forward to partnering with you!

FINISH STRONG

The Cerakote Team



International customers, please contact one of our three international Training Centers/Distributors

- Germany – PBN Coatings (0049-4106-71929)
- Japan – Suzutomo Ltd. (+81-33-834-3572)
- Australia – SLR Coatings (61-7-3823-4522)