



HAWK RESEARCH LABORATORIES, LLC.
High Performance Coating Systems



sales@hawklabs.com | 800.321.HAWK (4295)
www.hawklabs.com

**Make Your Own Hours.
Be Your Own Boss.
Unlimited Salary Potential.**



Hawk University **The Training Program for** **Professional** **Resurfacing Technicians**

Hawk has been helping customers transform surfaces since 1979. As a former small business, we understand the unique challenges other small businesses face. We know first-hand the value of technical expertise and support in today's growing resurfacing market. That's why we developed Hawk University.

The mission of Hawk University is to provide a comprehensive and interactive training program to help new and current resurfacing professionals grow their business and increase customer satisfaction.

The curriculum is focused on industry best practices, innovative products, business operations support, and hands-on experience.

Program Highlights:

- Small class sizes with personalized instruction
- Guaranteed extensive hands-on spraying and/or rolling experience
- Instructors with decades of real-world industry expertise
- A state-of-the-art training facility
- A comprehensive start-up tool kit
- A free subscription to Hawk Hub Marketing Portal
- Safety equipment, including face mask and cartridges, spray suit, gloves & safety glasses

"Hawk University provided the skills and hands-on training I needed to start and successfully run my own business. Well worth the investment!"
- Hawk Trained Professional, Class of 2018



What's Included with Your Tuition?

During Training

- Hotel accommodations (three nights for Tub, Tile and Countertop Training or two nights for Concrete Floor Training)
- Continental breakfast at hotel, and lunch for each training day
- A blend of classroom instruction, interactive break out sessions, and guaranteed extensive hands-on spraying and/or rolling
- Instructors with decades of real-world industry experience
- Small class sizes with personal instruction
- Personal protective equipment
- Tour of Hawk's state-of-the-art training facility
- Meet and greet with your support team
- Training presentation booklet for note taking
- Espanol translation (if needed)

Upon Completion of Training

- Certificate of Completion
- Recognition as a Hawk Trained Technician (HTT)
- Resurfacing Field Reference Guide
- Start-Up Toolkit
- \$200 discount on starter product package greater than \$600 (Tub, Tile & Countertop Training only)
- Starter package selection consultation
- Ongoing technical support from Hawk field experts
- Free subscription to Hawk Hub Marketing Portal
- Hawk Newsletter



A Comprehensive Hands-On Experience

Tub, Tile & Countertop Resurfacing Fundamentals

Module	Description	Commitment
Surface Preparation	The group will move between classroom instruction and the spray booth for hands-on surface preparation and spraying experience. Each training attendee will spend extensive time using the spray equipment.	\$800 per person and 3 full days
Tub, Tile & Countertop Resurfacing		
Business Operations	This module will provide an introduction to the business development, sales, and marketing tools available to Hawk Trained Technicians.	
Regulatory & Safety	One of the most critical steps in the resurfacing process is safety. This module will provide an overview of safe material handling, spraying, and ventilating processes, SDS and technical data sheets, and regulatory issues effecting the resurfacing industry today.	

Concrete Floor Resurfacing Fundamentals

Module	Description	Commitment
Concrete Repairs & Surface Preparation	The group will move between classroom instruction and hands-on surface preparation, rolling and spraying experience. Each training attendee will spend extensive time using the preparation, rolling, and spray equipment.	\$300 per person and 2 full days
Concrete Floor Resurfacing		
Multi-Color Decorative Finishes		
Business Operations	This module will provide an introduction to the business development, sales, and marketing tools available to Hawk Trained Technicians.	
Regulatory & Safety	One of the most critical steps in the resurfacing process is safety. This module will provide an overview of safe material handling, spraying, and ventilating processes, SDS and technical data sheets, and regulatory issues effecting the resurfacing industry today.	

Save time and travel expenses, complete both in the same week!

Custom classes are also available. Contact training@hawklabs.com for more information.

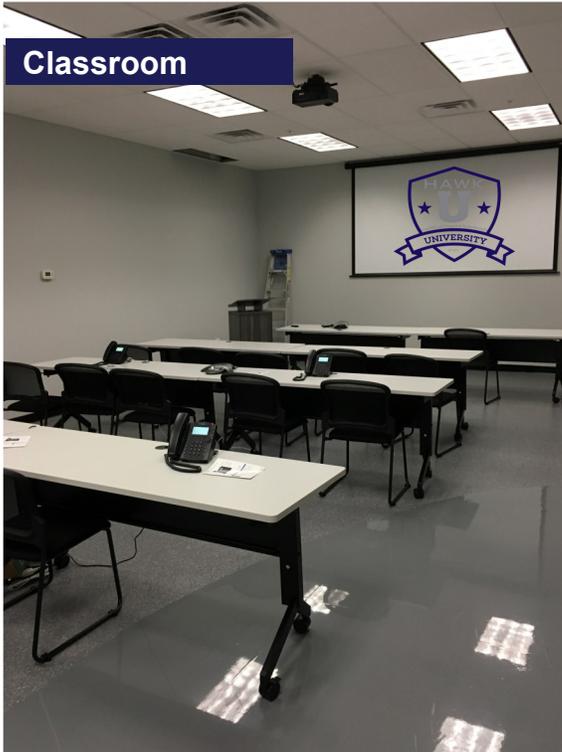


HAWK RESEARCH LABORATORIES, LLC.
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State-of-the-Art Training Facilities



Classroom



Warehouse



Product Showroom



R&D Lab



Training Spray Booth

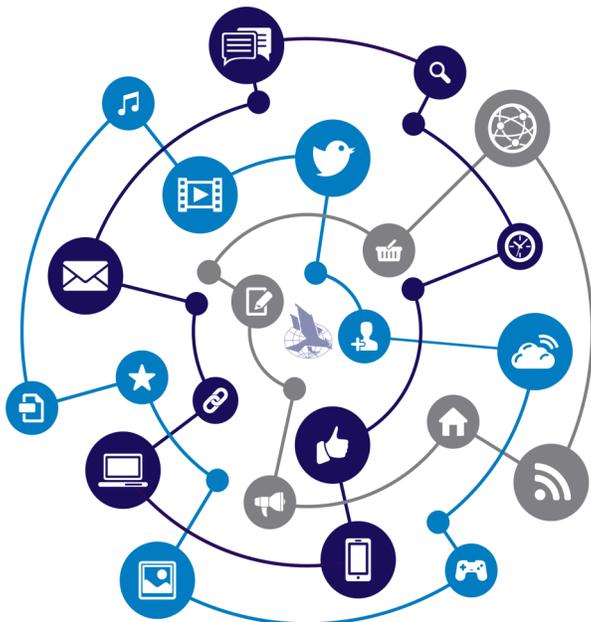
Opened in 2018, the Hawk University Training Center is unlike any other training facility in the industry.

Conveniently located steps away from your hotel, just 13 miles from O'Hare Airport and less than 30 miles from Chicago, the 38,000 square foot facility is designed for the optimal training experience.

A comfortable, spacious classroom, product showroom, and a well-ventilated demonstration spray booth outfitted with the industry's newest equipment are just the beginning. Your training will also include a tour of the facility, and a meet-and-greet with the Hawk team members who support your business.



Power Up Your Sales!



HAWK HUB MARKETING PORTAL

With a few simple clicks, Hawk Trained Technicians can build professional co-branded marketing tools that showcase your company's logo and contact information, and help you drive business success.

Whether you need a simple brochure, or a comprehensive multi-piece campaign package, Hawk Hub has you covered.

Login with your unique ID and password, then click on the marketing templates that meet your needs. Hawk's full-service marketing agency will work with you to co-brand the templates, and provide a finished digital file.

Need printed materials, a logo, website or social media presence?

Special pricing is available exclusively to Hawk Trained Technicians via the Hawk Hub portal.

TEMPLATES AND CAMPAIGN PACKAGES AVAILABLE

Business Operations

- Logo & Stationery
- Web & Social Media
- Point-of-use tools

General Tools

- Resurfacing Overview
- Hawk Overview

Product Tools

- Brochures
- Videos
- Web Banners
- Email Blasts
- Print Ads
- Launch Kits
- Sample Packs
- Tradeshow Banners

Promotional Items

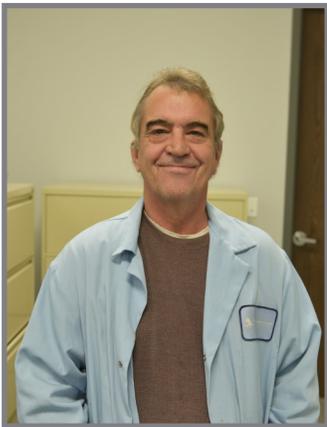
- Apparel & Totes
- Tradeshow giveaways
- Notebooks & Pens
- Vehicle magnets
- Door hangars

Campaign Packages

- Standard multi-piece campaign packages
- Custom packages—call to discuss



Meet Your Technical Service Team



Scott Haynes began his painting career nearly 30 years ago in the automotive industry, and for the last 17 years, has served in a variety of roles with Hawk. For more than a decade, Scott worked hands-on in the field resurfacing bathtubs for Hawk, then transitioned to a quality control and technical support capacity in 2006. In his current role, Scott handles dozens of technical support calls daily, and serves as the research and development lab assistant, participating in various new product development and testing initiatives.

Contact Info:

TechnicalSupport@hawklabs.com | 800.321.4295 (option 3)



Ron Lajun, a well-known resurfacing industry veteran has more than four decades of experience transforming surfaces for his customers. In addition to his hands-on experience, Ron has trained hundreds of people on the art of resurfacing.

Contact Info:

TechnicalSupport@hawklabs.com | 800.321.4295 (option 3)



Ryan Schillen, a former flooring and resurfacing technician and professional painter, has more than a decade of experience helping customers achieve their desired look. In addition to his hands-on experience, Ryan serves a vital role in field testing new Hawk products, and has provided technical support and training services for Hawk since he joined in 2016.

Contact Info:

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Hawk U Graduates Value their Training

“If you are interested in learning a trade, this is a great way to get started. In a very short time, with minimal investment, you can learn the skills to be your own boss.”

- September Hawk U Graduate

“After training, I feel like I’m more important now; that I can add more value to my employer.”

- Daniel, Hawk U Graduate

“I love the product, your whole team, and the new products coming out. I’m excited to learn more, become a better installer, and be able to provide my clients with a top notch product, knowing that I have the support of Hawk behind me.”

- Jennifer, May Hawk U Graduate