



**HAWK RESEARCH LABORATORIES, LLC.**  
High Performance Coating Systems



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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. We understand the unique challenges of the resurfacing industry and we know first-hand the value of technical expertise and support. 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, rolling, and/or pouring 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, two nights for Concrete Floor Training, one night for Vivid-Cote™ E Poured Epoxy Countertop training )
- Continental breakfast and lunch for each training day
- A blend of classroom instruction, interactive break out sessions, and guaranteed extensive hands-on spraying, rolling and/or pouring experience
- 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

### 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
- Spanish translation (if needed)



# A Comprehensive Hands-On Experience

During all Hawk U courses, trainees move between individual workstations with extensive hands-on activities and classroom instruction to gain a comprehensive understanding of each course.

## Tub, Tile & Sprayed Countertop Resurfacing Fundamentals—\$800 per person, 3 days

### Surface Repairs & Surface Preparation

- Common repairs
- Pourable foam
- Surface cleaners
- Masking

### Coatings Applications

- Spray equipment hands-on
- Primers
- Multi-color finishes
- Topcoats
- Optional enhancements

### Business Operations

- Business development tools
- Sales tools
- Marketing resources

### Regulatory & Safety

- Material handling
- PPE & ventilation
- SDS & tech data
- Regulatory issues

## Concrete Resurfacing Fundamentals—\$300 per person, 2 days

### Surface Repairs & Surface Preparation

- Moisture testing
- Crack & joint repairs
- Grinding

### Coatings Applications

- Application equipment hands-on
- Basecoats
- Decorative coats
- Topcoats
- Optional enhancements

### Business Operations

- Business development tools
- Sales tools
- Marketing resources

### Regulatory & Safety

- Material handling
- PPE & ventilation
- SDS & tech data
- Regulatory issues

## VividCote™ E Poured Epoxy Countertop Resurfacing Fundamentals—\$200 per person, 1 day

### Surface Repairs & Surface Preparation

- Common repairs
- Backsplash removal/reattach
- Edge modifications
- Surface cleaners

### Coatings Applications

- Application equipment hands-on
- Primers
- Decorative coat techniques (4)
- Optional enhancements

### Business Operations

- Business development tools
- Sales tools
- Marketing resources

### Regulatory & Safety

- Material handling
- PPE & ventilation
- SDS & tech data
- Regulatory issues

Save time and travel expenses, stay Friday to Friday and complete all three!



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Custom classes are also available. Contact [training@hawklabs.com](mailto:training@hawklabs.com) for more information.





## 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!



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
- Sell sheets
- Videos

### Application Tools

- Postcards
- Brochures
- Door Hangers

### 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)

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**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)

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**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**