



HAWK RESEARCH LABORATORIES, LLC.
High Performance Coating Systems



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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, 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
- Personal protective 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)
- Continental breakfast and lunch for each training day
- A blend of classroom instruction, interactive break out sessions, and guaranteed extensive hands-on spraying and rolling experience
- Instructors with decades of real-world industry experience
- Small class sizes with personal instruction
- Personal protective equipment
- Specialized spray equipment, including: a Halcon 3 HVLP turbine, Lightning HVLP spray gun with quart cup, and two fluid sets (Tub, Tile & Countertop training only)
- Tour of Hawk's state-of-the-art training facility
- Meet and greet with your support team
- Training presentation materials

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)
- Coatings practice kit (basecoat and topcoat) with enough material to cover 225 sq. ft. (Concrete Training only)
- Starter package consultation
- Ongoing technical support from Hawk field experts
- Free subscription to Hawk Hub Marketing Portal
- Hawk Newsletter subscription
- 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—\$1,925 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—\$995 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





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 only a mile 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)

Neil Geis, Applications Support Specialist and Hawk Corporate Trainer, has more than 14 years of professional resurfacing experience.

Before he joined the Hawk team, Neil spent more than 12 years in the field as a professional resurfacing technician for a Chicagoland resurfacing company working on both commercial and residential projects. For an additional two years, Neil served as a resurfacing project foreman and trainer.

Neil is a retired U.S. Navy veteran, and enjoys camping with his family in his free time.

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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