

**TOPIC:
REWRITE - Sales Brochure**

Content information:

ORIGINAL- benefits supplied by client

RE-WRITE- revised approach provided by Judy using questions that educate the customer

WORDING - written by Judy Ann Michael

PUBLISHED - by client for their customer

NUMBER OF WORDS - 635

FOR MORE INFORMATION

JUDY ANN MICHAEL

email: Judy@JudyAnnMichael.com

LinkedIn: www.linkedin.com/in/judyannmichael

**sales
brochure**

At FORJAK Industrial, we live our motto:

We SAY what we do.... And we DO what we say.

Not everyone lives their motto, but we're here to help our customers get quality results. We've developed 5 Key Questions that will help ensure a successful painting contract and protect your investment.

5 Key Questions to Guarantee Great Painting Results

1. **How many contractors & sub-contractors will you be using?** Are they using a single contractor, or sub-contractors? Will you have to take extra time to manage their project?
2. **Will you power wash the walls?** Only pressure washing can remove form-release, chalk or built up dirt. A clean surface is the start of a successful job.
3. **Will you be using a primer coat?** Primer protects the surface, allowing the paint to better adhere to the surface. Paint alone may not be enough, especially on metal surfaces where rust may bleed through the paint.
4. **How many coats of paint will you be applying?** Leading paint manufacturers recommend at least 2 coats of paint to protect the walls and prevent against moisture and damage and provide even appearance. A "heavy coat" is not the same as 2 coats of paint.
5. **How do I know you will do what you say you will?** At FORJAK, we invite you to inspect our work to ensure you get what you pay for. Make sure you inspect the final job. After all, you get what you *inspect*, not what you *expect*!

What we offer

Your project depends on what your goals. Have you invested in a property for the long term? Does your paint job need to reflect your professional image? Do you need your project done quickly and professionally, with minimal downtime? At FORJAK, we're here to help.

FORJAK Package Comparison

	Competitor Package	FORJAK "Basic" (Competitor Match)	FORJAK "5 P"
Power Washing			✓
Preparation			✓
Primer			As needed
Painting – Base Coat	✓	✓	✓
Painting – Top Coat			✓
Paint Life Expectancy	?	3-5 years	7-10 years
Best used for:	Short term property hold	Short term property hold	Long Life & Building Protection

What you get

When you use FORJAK, you get value for your money. You invest in experienced labor, quality materials, and reliable equipment to get the job done. Our project cost structure is labor (60%), materials (20%), and rental equipment (20%). We strive to be transparent about our cost structure and encourage you to ask what you are paying for during your bidding process.

Quality materials can make or break a project, so we work with our industry partners to offer you proven products. But the success of the project is often dependent on surface preparation. That's why power washing (not just spraying the surface) can nearly double the life of your paint job at a fraction of the cost and is worth the investment.

What you can expect from us

- **Quality Products and Service** – We use the best products delivered by our experienced staff
- **Regional Footprint** – We can service all your locations within our 10-state footprint
- **Single Contractor** – We reduce your time and effort in managing the job by offering a single point of contact.
- **Industry Expertise** – We work with industry leaders to offer you the latest painting innovations.
- **Technology** – Our machines are faster at doing the same tasks and provide measurable higher quality than traditional methods, reducing project time – and your downtime.
- **Paint Manufacturers** – We work with your paint manufacturer of choice. These companies have deep expertise and can provide a measure of certainty that the scope of work the customer has chosen will be followed.
- **Guarantee/Warranty** – We provide a written warranty at the end of each project so you can feel secure about your investment.

Call us for a free quote!

Contact Matt Palmisciano

614-316-8539

mpalmisciano@forjackindustrial.com

FORJAK Industrial

808 Rhoads Avenue

Columbus, OH 43205

www.forjakindustrial.com | (614) 316-8539 | mpalmisciano@forjakindustrial.com

FORJAK Industrial 808 Rhoads Ave Columbus, OH 43205