



Door Openers: Sales Tip Sheet

Focus Product: Walter's E-Weld Nozzle Ceramic Anti-Spatter Spray



Pre-Call Planning: Qualify the customer can use E-Weld Nozzle in their process.

- MIG welding and laser/plasma cutting operations
- Works very well on mild steel (8 hours) and about half as well on stainless steel (4 hours)
- Not recommended for aluminum (at this time)

On the Phone: Talking Points to Secure a Real Sales Call

- "Spatter build-up can shut your process down about 6 times per 8 hour shift. With our E-Weld nozzle you can apply once at the shift start and it lasts for 8 hours, eliminating downtime."
- "We estimate this can add about 30 minutes of additional uptime per shift."
- "Can I schedule a product demo with you to try on your equipment?"

On the Phone: Additional Talking Points

- **Economical** – only a thin layer is needed
- **Reduces downtime** – allows for weld spatter to be removed easily and quickly
- **Resistant to high temps** – effective up to 1832°F
- **Improves Weld quality** – less rework, lower scrap rate

Sales Call Mechanics

- Use Key customer questions on back page if needed for dialog.
- Offer to demo the product – let them try it out on their own equipment.
- Demonstrate how the applicator goes on and how to place the nozzle in the applicator.
- Show the Walter YouTube marketing video <https://www.youtube.com/watch?v=uhHrJFObHvA> and the "How to Assemble the Applicator" video <https://www.youtube.com/watch?v=lGApxcRLYIs> (or provide the links)
- Offer to provide a cost analysis. See Walter's example on back page.
- **Schedule the next appointment for follow-up on demo.**

Tools Needed at the Sales Call

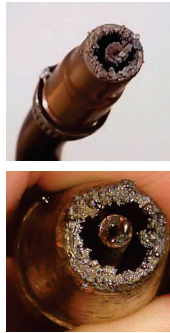
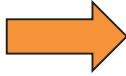
- Sample of product for demonstration
- Walter E-Weld Nozzle Sell Sheet
(click this link <http://www.mathesongas.com/marketing/campaigns/tip/WalterEWeldNozzle.pdf> and download PDF to your desktop)
- Cost analysis

Sales Call Follow Up:

Make sure you follow-up with your customers to see how the demo went.

What's the Customer Issue?

During MIG welding, spatter builds up in the nozzle and inhibits the flow of gas



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What is E-Weld Nozzle?

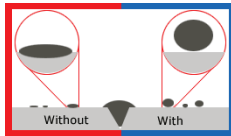
- Ceramic anti-spatter spray
- Protects welding nozzles & contact tips from weld spatter
 - Helps prevent weld porosity & improves the quality of MIG/MAG welds
- Features a patent-pending applicator
 - Easy for operators to apply
 - Eliminates mess & wasteful over application



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How Does it Work?

- Creates a barrier between weld spatter and consumables
- Allows for weld spatter to be removed quickly and easily, reducing downtime
- Effective up to 1832°F (1000°C)
 - Lasts up to a full 8 hour shift*
 - *on mild steel; results vary depending on metals used and working temperature



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Why is it Better?

- Unique ceramic based chemical formulation (proprietary recipe of boron nitride in spray)
- E-Weld Nozzle lasts longer
 - 2-3 times the active ingredients
- The Applicator
 - Spray cans are messy & wasteful
 - Patent pending applicator that delivers a measured dose (perfect amount, no waste) that evenly coats nozzle
 - Unique self dispenser applicator easily dispenses highly concentrated ceramic coating
- High temperature capability
- Extends lifetime of nozzles – eliminates frequent need for replacement
- Does not use diboron trioxide



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Cost Analysis

E-Weld Nozzle (13.5 oz./can)

| Distributor | Cost | Cost / oz. | Cost / Application |
|-----------------------|---------|------------|--------------------|
| E-Weld Nozzle Aerosol | \$39.99 | \$2.96 | \$0.40 |
| Applicator only | \$9.99 | - | |
| Can + Applicator | \$49.98 | \$3.70 | \$0.50 |

Each can contains roughly 100 applications if used as directed

If the shop rate = \$35 / hour:

- Each minute is worth \$0.58
- Stopping 5-7 times per day for 5 minutes each = \$14.50 - \$20.50
- E-Weld Nozzle pays for itself in 2-3 days



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Key Customer Questions

- Who is the correct person to speak with about your welding processes/operation?
- May I speak with?... examples of professionals to ask for; Plant Manager, Weld Process Engineer, Weld Shop Manager, Quality Manager, etc.
- Do you currently use a welding nozzle anti-spatter product? If so what product are you currently using? If so are you using nozzle Gel or Dip?
- How well is your current welding nozzle anti-spatter product performing for you?
- Are you experiencing any problems with the current weld dip dripping or melting into the weld pool?
- How long does your current nozzle anti-spatter product last per application? Are you getting up to 8 hours per application?
- How many times per day do your welders have to stop and remove spatter from their nozzles?
- On average, how much would you say that you are spending each month on nozzle anti-spatter product, nozzles and contact tips?
- On average, how much time would you say your welders spend on slag removal when cutting?



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