

# Why We Spray Polyurea and How We Grow



2019 PDA Conference  
October 17 – 18, 2019  
Hilton Orange County/Costa Mesa



# How We Became Involved With Polyurea Applications



More and more often we were being asked what we could also do to stop ground water infiltration and corrosion in the sewer system and rehabilitate existing structures.

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Since 1999 we have been an underground utility contractor specializing in Directional Boring and other No-Dig technologies.



# Getting Our Business Off The Ground

In 2007 we started Advanced Rehabilitation Technology specializing in using a polyurea lining system.

We were contractors that were accustomed to bidding work based on what was specified for the project. Because polyurea was not being used in our area, we learned quickly that marketing and educating clients was going to be key.



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We began doing Lunch & Learn presentations for engineering firms and municipalities.

We present at Organizations that provide continuing education credits for engineers and operators.

We exhibit at industry events designed for municipal and industrial customers.



Pat Antonelli, OTCO  
Tabletop Contingency Training

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Free Demonstrations.

These can be pretty expensive.



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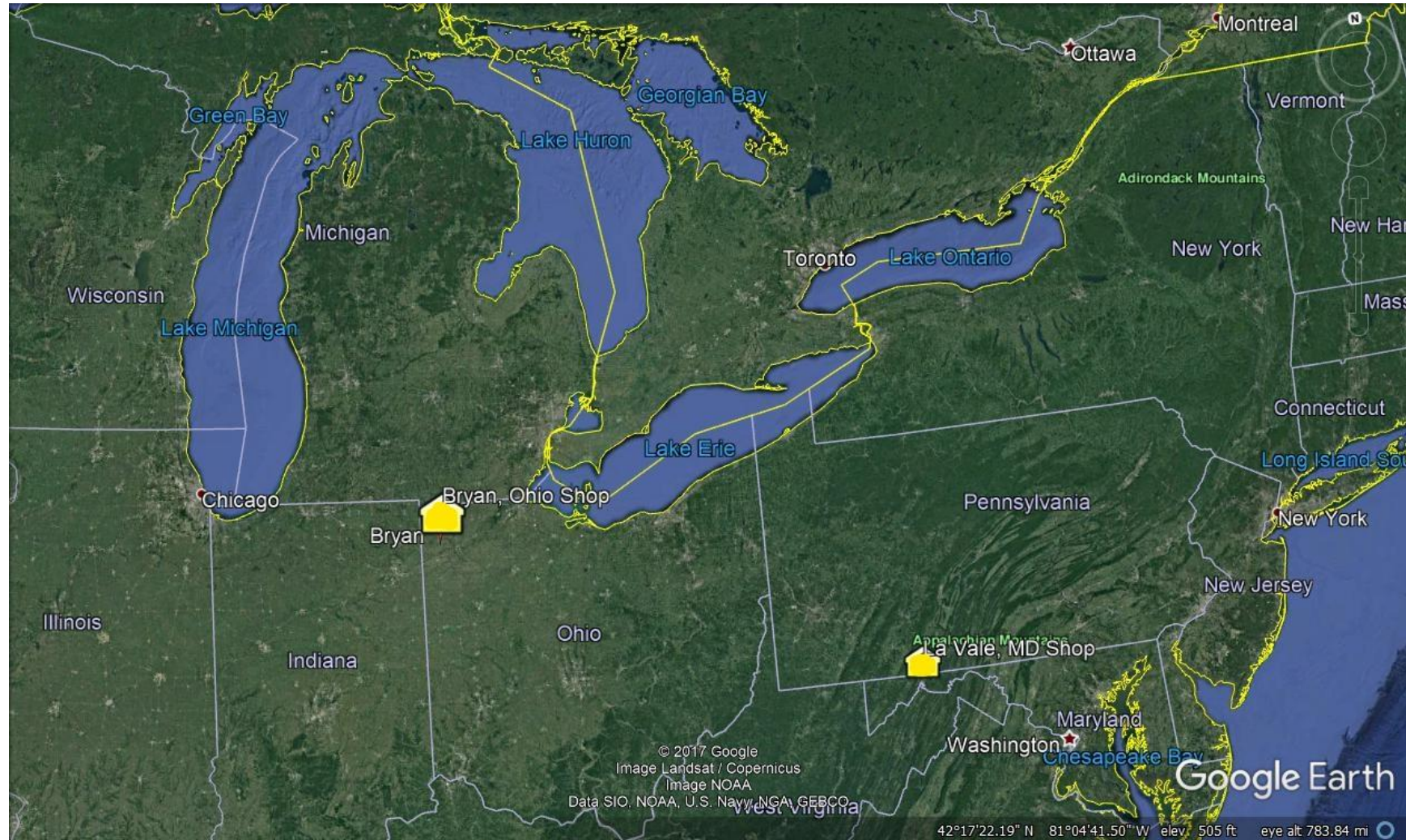
**What Type of Work Did The Marketing Produce?  
The Majority is Municipal and Industrial.**



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We now have 2 shops that we operate from. One in Ohio and the other in Western Maryland.



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## 2015 Ohio Chamber Presents Advanced Rehabilitation Technology with the Excellence in Entrepreneurship Award



The implementation of this technology has led to the company's operational growth, which, as a result, led to the creation of new employment opportunities to Ohio residents to earn income and benefits well above the state's current average income level. Advanced Rehabilitation Technology is proud to be an Ohio company providing a positive impact on quality Ohio jobs, protecting the environment through their services, and providing services to other states from their corporate offices and operating facilities located in Northwest Ohio. Established in 2007, this private company has 26 employees. The company plans to use the financial award to upgrade the company's website and provide additional safety training for its current and future employees.

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# Snags We've Run Into



Failed Installation  
That the Contractor would  
not Warranty

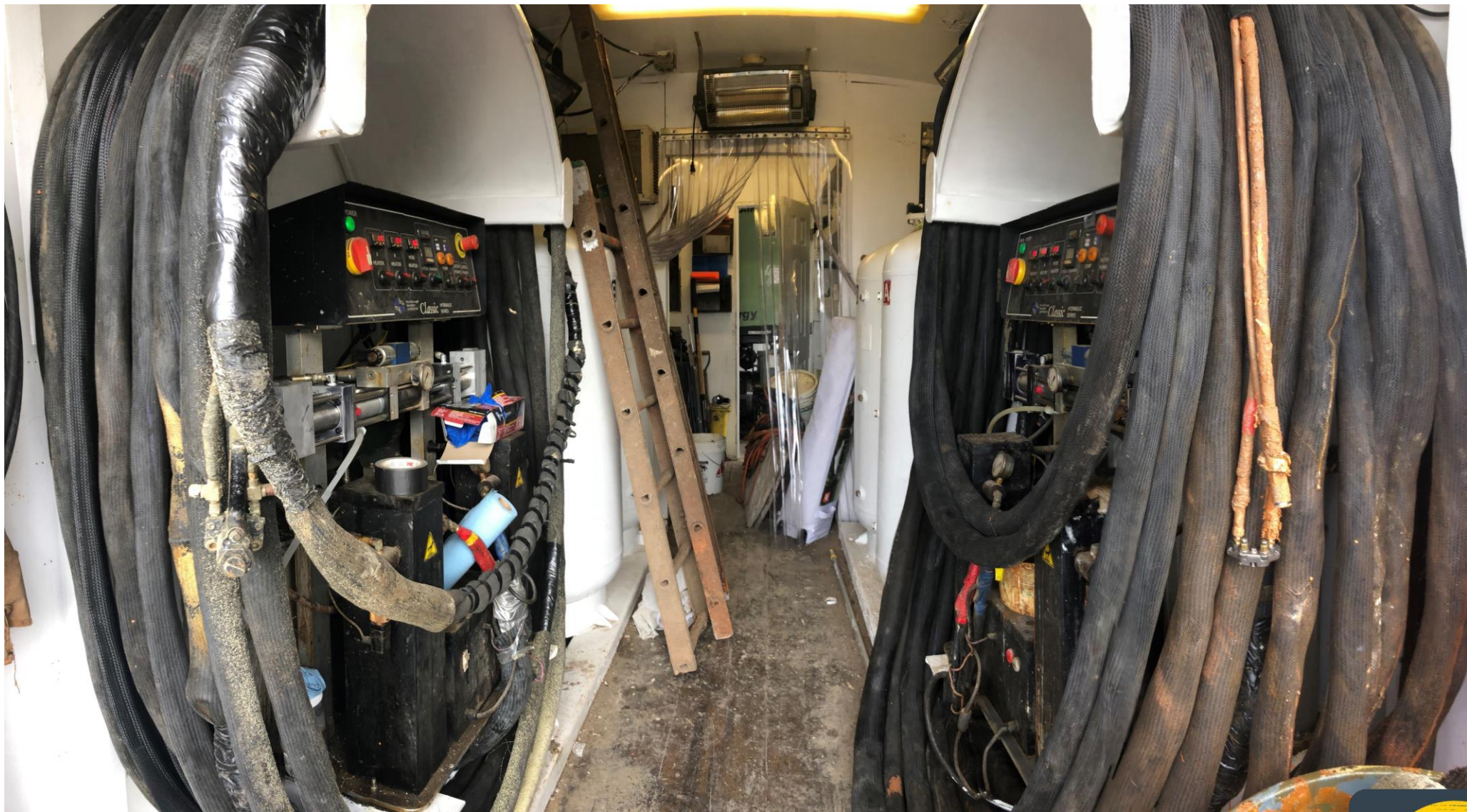
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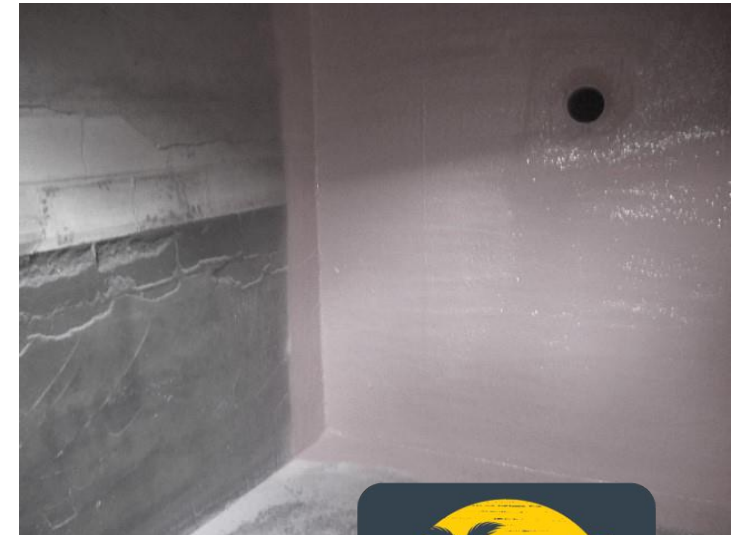




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# Training, Staffing, Severe Environments



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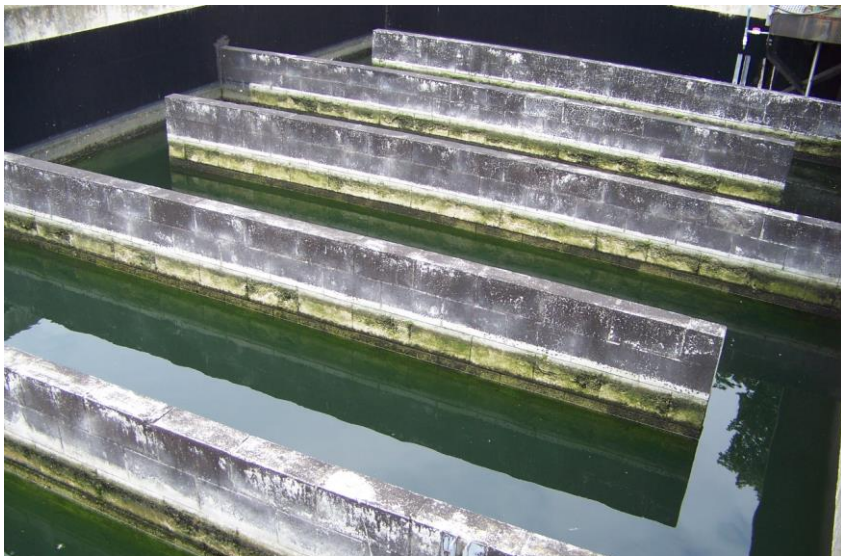




**8' Diameter 34' Deep Sanitary Sewer Pump Station**

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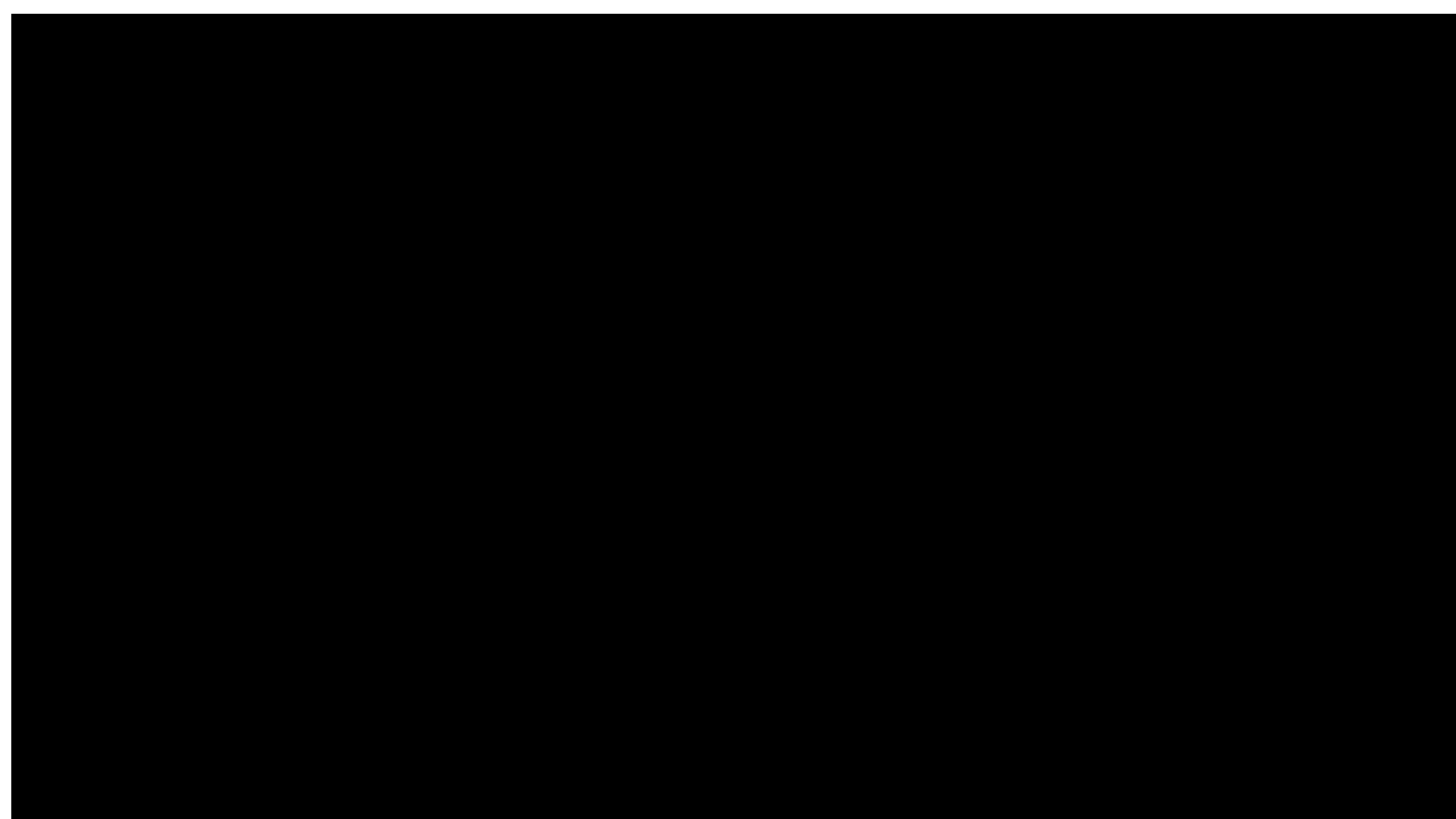
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# Knowing When To Say It's Not Right For Polyurea

**It takes a wise contractor to walk away sometimes or to direct the customer in a different direction.**

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# How Do We Grow Our The Polyurea Market and Our Company?

- Continue In House Marketing.
- Expand Our Online Presence.
- Attract new clients/markets, Green Spaces, New Construction, SIPP, Industrial.
- Encourage and Network with other Contractors.
- Create enough work to keep the rig/contractor busy.

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# Advanced Rehabilitation Technology

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