

# Keyland Polymer UV Cured Powder Coating

Customer Contact and Project Development Guide

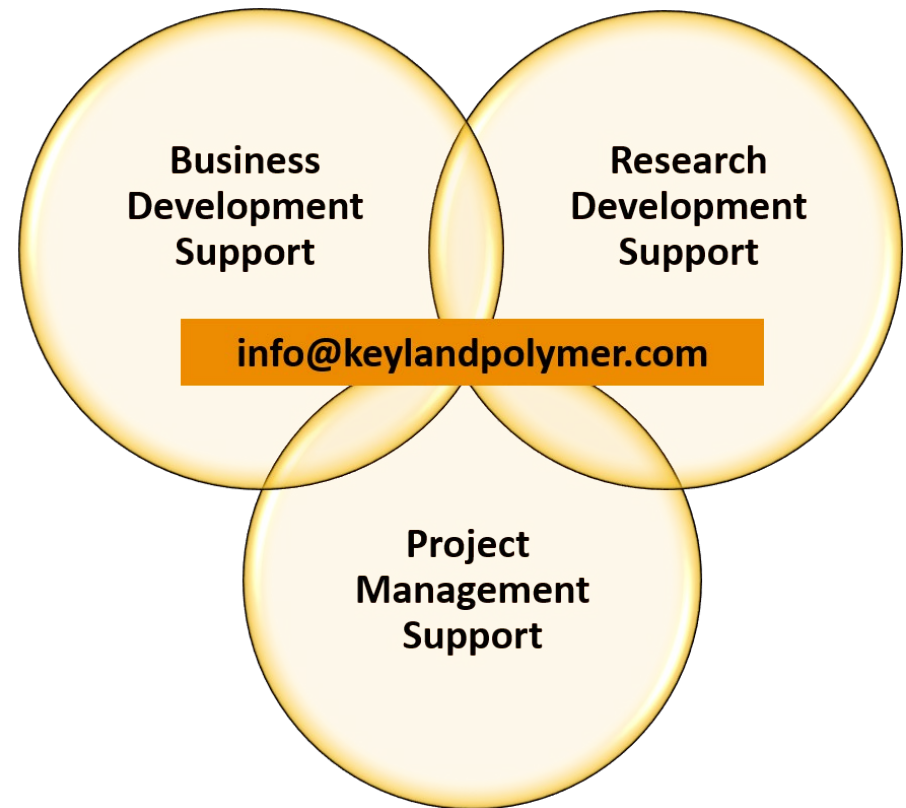
June 2020

## Objectives:

- Improve our communications and response times to our customers, suppliers, and partners
- Develop new products and applications
- Identify new markets and underserved markets
- Educate and continue to grow the market for UV cured powder coating

## Measurable Goals:

- Seek out new customers with unique needs and create a Keyland UV cured powder coating material and application solution
- Build a comprehensive and coordinated business development, R&D, and project management team
- Create a seamless business development, R&D, and project management link with each customer
- Build the Keyland Polymer customer base and increase sales revenue



## Business Development, R&D and Project Management Team Leaders

### **Andrew Walton**

Business Development Manager

### **Kevin Otto**

Lead R & D Chemist

### **Evan Knoblauch**

Project Manager

**Andrew, Kevin & Evan can be reached at [info@keylandpolymer.com](mailto:info@keylandpolymer.com)**

- ❖ Primary or first customer contact
- ❖ Incoming lead follow up
- ❖ Project identification and qualification – disseminates customer and project details to R&D manager and project manager
- ❖ Coordinates the acquisition of sample materials for trialing and testing
- ❖ Presents finished samples to customer for approval
- ❖ Manages project to close

- ❖ Material identification, selection, development, testing and qualification
- ❖ Preparation, testing and evaluation of materials and customer samples
- ❖ Preparation and dissemination of test reports
- ❖ Validation of finished materials
- ❖ Transfer of formula(s) to production

- ❖ Coordinates the receipt of samples for trialing and testing
- ❖ Tracks R&D project progress using Smartsheets software program
- ❖ Manages the weekly project meeting
- ❖ Coordinate contacts with appropriate application equipment suppliers for technical support
- ❖ Prepares and ships samples for customer approval

# info@keylandpolymer.com

## Process:

- All requests for information or technical support should be sent to
  - [info@keylandpolymer.com](mailto:info@keylandpolymer.com)
- The business development and project manager meet daily to review incoming information requests
  - Request is logged
  - Request is qualified and a response is planned
  - A confirmation of receipt is sent to the requestor notifying them when a formal reply will be made

## Targets:

- All responses are made within 24 hours
- More complex request are responded to in less than 48 hours

