



PPG Training Courses

Description & Objectives

PPG Amercoat Product and Marketing Class

Course Code: PPG 2300

Course Description: This course familiarizes students with PPG's Amercoat Coatings products and technologies. The class explains not only the products but also how their use can be profitable and productive in customer environments. Students will learn the key features and benefits of the products in the portfolio so that strategic choices can be made when making a sales proposal. Additionally, by understanding the product details, students will be better equipped to provide technical service for these products. Classroom lecture, group discussion and lab/application times are included in this program. At the close of the program, students will be given a certificate of completion.

Note: This is a must attend core course for Distributor personnel whose locations will be approved to sell PPG Amercoat products.

Who Should Attend: Distributor owners, store managers, inside and outside sales and technical staff who focus on or will support the PPG Amercoat product line.

Course Length: 2 days (15 contact hours)

Class Size: 8-20 students

Topics Covered:

- Safety
- Marketing Overview
- Substrate Preparation
- Product Technologies
- Product Characteristics (features, benefits, limitations)
- Application Considerations
- Specifications
- Corrosion
- Color

Course Objectives: To provide a basic understanding of PPG Amercoat products.

The student will be able to:

- Understand how to work safely in industrial paint application environments
- Identify the most effective coatings to meet a specific customer's needs
- Demonstrate a knowledge of PPG Amercoat coatings technology and paint systems
- Understand how to identify and prepare various types of substrates found in the industrial market