

# Kel-Crete Industries, Inc.

General Partner of CJG LP

PO Box 52217  
Tulsa, OK 74152-0217

Phone: 918-744-0800, 800-845-1833

Fax: 918-744-0885  
Email: [kelcrete@sbcglobal.net](mailto:kelcrete@sbcglobal.net)  
WWW: [Kel-Crete.com](http://Kel-Crete.com)

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## Suggested Manufacturer's Sales Representative Education Format

As a former plaster/stucco contractor myself for a number of years I respect plaster/stucco manufacture representatives' knowledge of the day-to-day operations. I also respect his knowing how his product can help the performance of the finished plaster/stucco application. It is the most important factor in doing business with the representative and his product. Yes, price is a factor however if the reps' products improved the performance of the operation as a contractor I would use less materials and save on labor costs. I was willing to pay more for his product.

Numerous sales representatives bought me lunch or dinner, sponsored a golf tournament, got tickets for me to sporting events, etc., but it was his knowledge of my **mixing, pumping, equipment, getting a good gelled mortar, proper slumps, or water-to-cement ratios** that separated that representative of a product for me. If he could **show me, and not just tell me** about his product he got my respect. This fact has become even more important today with **various language barriers** in the plaster/stucco and masonry industries.

Now as a manufacturer I get calls regarding my products. One call came from a representative whose plaster/stucco client was getting **sand packs** in pumping his mortar. My first suggestion was to have his client check his pumping equipment to see if there were any (even small) water leaks at or below the pump manifold, or at the manifold hose connection. If not in those areas then have the client check for leaks at each hose reducer and every hose connection all the way to the nozzle. Finally have him check the pumping hose itself for any bleeding from the hose. Then I asked the rep to call me back with his findings. He did, and said no water leaks were found anywhere.

I then told him to look at the mix design. Since he found no water leaks there was **only one way** his client could be getting sand packs, and that in most cases it is due to **too much water in the mix design. An excellent slump for plaster is 2 ½" to 3"** so I told him to tell the laborer to **back off on the amount of water being added**. He said the contractor was **reluctant**. Since he was on the job site I ask him to put the contractor on the phone. After speaking with me for a few minutes and realizing my experience the contractor was convinced he could reduce the water. After that he **never again had a sand pack**. By following my suggestions the contractor was able to reduce his shrinkage and plaster rebound, obtained higher flexural psi values, saved on equipment maintenance costs, reduced his fuel costs, etc.

That phone call came to me 17 years ago, and today that company is a third generation family who is still in the business and a major contractor nationwide as well as a manufacturer of pre-blended plaster/stucco products who use our Kel-Crete Premium Super Dry Admixture. And the sales representative back then works for the company as production manager.

I and Kel-Crete Industries have heard the same story thousands of times over the years because the plaster/stucco contractor is not educated, or used to the benefits with **water reducing** in their mix designs. And an untrained sales representative cannot help or instruct them in resolving their issues.

I enjoy talking with the plaster/stucco contractor, and will do my best as long as I can to provide no-cost technical support to our clients' sales staffs. I may be reached at 800-845-1833.

Chuck Green,  
President