

Tab 2: Introduction

Introduction To The SSR1 Course

This course was conceived and developed on the following premises:

First: *If It Can Be Made, It Can Be Repaired!*

Second: *There are many opportunities to make money if one knows where to find it!*

This course represents the most complete compilation of knowledge and “hands-on” field experience known to this new industry of Stainless steel restoration. This course will prepare you for a professional career in an industry that, until the advent of Scratch-B-Gone, was virtually non-existent. How do I know this? Hello, my name is Barry Feinman, creator of the Scratch-B-Gone™ system and codeveloper of the course from which you are about to study.

Scratch-B-Gone was developed in my home garage and first brought to home builders in 2004. At that time, it was a universally held notion that Stainless steel could not be repaired once formed into shape, let alone on installed structures in the field. Fortunately, I didn't know this and began to develop and market my new process to builders, retailers and manufacturers. Wherever I went, I encountered the usual response, “You can't remove scratches from Stainless steel” and “Scratches are part of the character of Stainless steel and you just have to live with it!” Once shown that it could be done, the overwhelming response quickly changed to “WOW!”

Before the invention of Scratch-B-Gone, the only option for removing scratches from Stainless steel was sand paper, abrasive pads or steel wool. Unfortunately, even if the scratch was successfully removed the process created a “polished” discolored area of repair, which would not match surrounding areas. This would require the restorer to have to ‘work’ the entire appliance surface to match tone and color. As you can imagine this could become quite an undertaking, as some surfaces are quite large and complex.

My challenge was to develop a solution that produce localized “blending” of any repaired area so it was not necessary to work the entire appliance without the additional problems of discoloration and spotting. Applying a ‘MacGyver’-type approach to invention and a reasonable knowledge of metallurgy and chemistry, I realized that I must find a way to combine and integrate both a physical and a chemical process to produce this result. The result was what we now call Scratch-B-Gone which shown itself to be a very reliable and credible “friend” to anyone who deals with this durable yet fragile material.

This course is the result of many years of field experience, 100's of hours of research and technical development, 100's of customers and 1000's of successful repairs. In this course you will learn to overcome the existing beliefs and misconceptions about Stainless steel, develop your ‘metal’ knowledge and competency skills, and find out how to make big profits “WOW-ING” your customers.



Stainless Steel Restoration

Mastering the Scratch-B-Gone Process of Stainless Steel Repair and Restoration

Training Course 1

Introduction

The Stainless Steel Repair Business Opportunity

Grow Your Business With Scratch-B-Gone!

If you are looking to start your own business, it can easily be accomplished with Scratch-B-Gone, the industry's original and leading Stainless steel scratch removal system. If you already have an appliance repair operation you can simply incorporate this value-added service into your company for additional profits and increased marketing opportunity. If you are responsible for the care and maintenance of Stainless steel in your daily work, or are a service/installer who has just scratched an appliance or similar surface during an installation, you will be able to keep these surfaces looking their best simply and easily and at a fraction of the cost of replacement. You'll be the hero of the day to your customer/ employer while protecting your company's bottom line.

Scratch-B-Gone, the Open Door of Opportunity for You!

Scratch-B-Gone represents the first and only "field developed" and "trade-tested" reconditioning process to be adopted, used and sold by the leading major appliance manufacturers for the care and maintenance of their own products. Some of the manufactures that use, sell, recommend or refer their customer to Scratch-B-Gone include:



Don't take our word for it! Contact the customer service or call centers of these companies and let them tell you themselves what they think about Scratch-B-Gone.

Scratch-B-Gone is a professional grade product that allows you to easily remove scratches, rust and discolorations from "brushed-finish" real Stainless steel. It does so by re-establishing the grain pattern that was removed during heavy scrubbing, accidents, excessive heat, or strong chemical cleaning products such as CLR or those containing chlorides.

Scratch-B-Gone works by physically realigning and redirecting a grain finish by intentionally "re-scratching" new grain lines into damaged metal finishes will achieve this. This process will be discussed in depth later in this course.



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Ultra Shine™, the Secret Ingredient to Your Success!

At the heart of our Scratch-B-Gone system is our own proprietary chemical Ultra Shine. Ultra Shine is a heat resistant, molecular bonding, water-soluble treatment conditioner which 1) lubricates the work area to facilitate the surface cutting action of the various restorative abrasive pads, 2) aids to lift metal particulate created during the repair process, and most importantly, 3) speeds the blending and tone matching of repaired areas to surrounding surfaces by oxidizing newly exposed metal.



Ultra Shine's function is to speed the "blending" of color tone as it oxidizes the newly exposed metal during refinishing. Ultra Shine is the reason Scratch-B-Gone exists and **can never be substituted!**

Stainless Steel is a Business Opportunity

In 2004, when Barry Feinman began approaching the manufacturer's of Stainless steel appliances and sinks about his new Scratch-B-Gone method for repair and restoration, he was met with universal disbelief. The first company to recognize the value of his solution was G.E. who has, since 2005 had Scratch-B-Gone on their service trucks. Barry asked G.E., "If we could save you 3 out of 10 damaged Stainless steel appliance panels, would that be significant to your bottom line? They answered with a resounding, 'Yes!'" Subsequently, G.E. reports a better than 70% (7 out of 10) success rate in restoring and saving scratch damaged panels destined for the scrap yard equating to a significant savings to their bottom line. Around the same time, Dacor began using Scratch-B-Gone in their factory to correct damage incurred in the assembly process prior to crating for shipping. Now, virtually all the major manufacturers recognize that Stainless steel can be repaired and restored using Scratch-B-Gone.

Stainless steel appliances have become increasingly popular and add value to the home. During the past few years, a high percentage of new homes built had an average of at least one Stainless steel item included in the kitchen.

This surface is stain and germ resistant as well as durable. However, contrary to belief, it is not scratch or rust proof and at times heat can scorch and discolor Stainless steel (often seen on barbecue hoods and stove elements). Scratch-B-Gone is the only answer to remedy these problems.

The target market for Scratch-B-Gone ranges from homeowners, contractors, and subcontractors to realtors, home cleaning professionals and appliance repair professionals and installers. Many homeowners have Stainless steel in their homes, such as sinks, refrigerators, stoves, dishwashers and



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grills. When the homeowner attempts to clean their Stainless steel appliance, often they will use the infamous “Green Pad” improperly thus creating scratches. It is popular thinking to scrub in circles, which is believed to clean and sanitize better, but this method, used on Stainless steel, can cause extensive damage.

Stainless steel can be damaged, for example, by:

- Movers handling the Stainless steel appliance(s) carelessly
- Homeowners accidentally scratching the surface with incorrect cleaning processes or sharp objects
- Chemicals containing chlorides, such as, chlorine bleach and acids
- Scratching accidents from painters, contractors and other home service professionals
- Excessive heat and burning
- Acid rain and environmental pollution

Course Textbook Layout and Design

Your textbook is broken up into 12 chapters. The pages use a two-column format and have featured comments preset in the Notes column. We have provided this to highlight that material which we believe is most important for you to understand and grasp to help you be successful. There is also ample space for you to insert your own notes for later review.



Watch for this symbol. It means we are going to highlight an important tip or hint for success that we have learned in the field ourselves and that we think is especially important to pass along to you.



Also, watch for sections marked with this! We want to help you avoid the common errors and pitfalls that you will come across. As the old saying goes, “To be forewarned is to be forearmed!” We will do our best to help you be ready for anything you may come across on the job.



Training Overview and Course Objectives

This course is designed for service professionals who want to add additional repair opportunities and profitable revenue sources to their existing businesses. The ideal service professional is someone who is currently doing appliance repair, handyman and home maintenance, residential and commercial cleaning, plumbing, tile and stonework, or other types of maintenance work. Of course, this Stainless steel repair business can be started from scratch (no pun intended), but the assumption of this course is that you already have an established business and are familiar with interacting with customers and know how to find customers, schedule and make service calls.

Course Objectives:

To Give You The Information You Need

- We will provide you the knowledge that will allow you to have intelligent conversations with your customers about Stainless steel repair and to be able to answer their questions.
- We will teach you how to correctly identify the types of Stainless steel and other metals and show you what can and cannot be repaired.
- We will provide you give you all the information you will need to pass the written portion of the **iART** certification examination, if you choose to seek the **Stainless Steel Restoration Technician (SSRT)** certification after completing this course.

To Help You To Master The Skills Needed

- We will show you through both written material and visual demonstration how to actually do the repairs.
- We will provide you with tips and tricks we have learned the hard way, in the trenches, running a service business just like you are, or will soon be!
- We will teach you how to create professional looking repair jobs.
- We will give you suggestions about how you can practice and develop your skills so that you can gain confidence and proficiency repairing and restoring Stainless steel surfaces.

To Guide You In Growing Your Business

- We show you how to manage a customer call, and give you guidelines about how to correctly bid both small and large jobs and to close deals.
- We will tell you what we have found to work in finding and getting new customers.
- Finally, we will do everything within our power to help make you successful in your Stainless steel restoration service business.



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A Visual Demonstration Goes a Long Way

The demonstrations included in your training course are designed to reduce your anxiety and apprehension. When watching these demonstrations, it will help you to understand the process by watching someone else create repairs and listen to the scratching sound and learn the scratching sound is okay and expected to happen. Once you see how our proprietary chemical solution, Ultra Shine, works in combination with the entire Scratch-B-Gone process, it will take away the mystery and quickly make you a believer. The purposes of the demonstrations are to show you first hand what happens during a repair. You will be presented with actual repairs on a sink, barbecue grill, stove, refrigerator, and cook top. Although similar in nature, each surface poses its own unique issues and complications. These will be discussed in more detail here. You will also learn subtle tricks, which could help save you a lot of time in the field.

