



People often ask me, "where do you take all the force and enthusiasm to go further and further with Ceracoat". Well, this message from one of our distributors, is one of the reasons to try harder and harder every day. Besides that, everything I am doing is with passion!

Dear Elio, thank you for your kind appreciation, it has a great value for me, coming from your side. Just a little bit of the background; when getting in contact for the first time with your products I've been so much inspired by them that everything I've started to build

around my decision to become the sole importer and distributor for Romania for Ceracoat Ceramic products was meant to be a stand alone concept. Starting with the logo, the company name, the theme/s of the Product Cards put together, everything gravitates around this concept, which in my perception is best described by the word Synergic.

I've followed your advice and I've read not just once, not twice but ten times about each and every product that you have put on your website, so that I start capturing the essence of every single solution, the unique selling proposition of every single product and their benefits - your kind answers to my several lists of questions have helped me a lot to making up a good picture.

There are so many synergies that various applications of Ceracoat Ceramic solutions generate that I've felt that Synergic is the best describer for all of them.

There is a great amount of work that you put together and everything I'm trying to do is to continue and go ahead on the same line that you have created.

Adding up then the other two words - Smart and Solutions - to Synergic, it just came out to me as a logic associations that best describes the core nature of Ceracoat Ceramic solutions.

Every application is a Solution to one ore more particular uses/s and there is no doubt about it; all of them are Smart.

I need to admit that the biggest challenge for me now, prior to the products sales starting, is to create such an user friendly environment (Product Cards, WebSite, Online Shop, etc.) to facilitate as much as possible a good perception and representation of future buyers when they will get to their first contact with Ceracoat Ceramic solutions.

A good and realistic representation about what the products are, what they really do, why they are so much better compared to so many others, what is that unique differentiator triggering the urge to make the buy is essential part of the customer experience. A first time buy followed by a happy experience when using the product/s and seeing that they really do what they promise, well... this is the best guarantee of a future repetitive selling and enthusiastic "word-of-mouth" promotion to friends and known people who are likely to become buyers in their turn.

Preparation phase takes a bit more effort and time to achieve all these but a well done job it always pays off.

A well thought marketing strategy is the best shortcut to the buyer's mind. A good visualization helps out people to "see with the eyes of their mind" what the products are good for, easing them to perceive and understand the benefits offered by them. This is where the YT shortcuts come from to the Product Cards; hope to be effective...

Talking about nano-technology is like talking about a (micro) cosmos (literally). Watching the shiny sky at night is one thing, but seeing stars in part, there is a big difference.

This is what I'm trying to accomplish and I'm very positive that it will be a success.

The texts in all Product Cards are the accurate translation to Romanian of the original ones posted into the documents/materials that you have created on Ceracoat.me.

It is important to me that any visitor of the local site (RO) finds in Romania exactly the same info in English, when visiting the master website ( Ceracoat.me )

I'll keep sharing updates to you as long as I'm making progresses. It takes lot of effort and long hours of work but I'm doing it with excitement and enthusiasm.

Kind regards, Vlad.