ALL THE DIRTON VCI
YOUR SECRET WEAPON TO REDUCE RUST AND INCREASE SALES

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- FIND/DIAGNOSE RUST
- USE VCI TO PREVENT IT
- GENERATE NEW BUSINESS & INCREASE SALES

CORROSION BASICS
FACTORS NEEDED FOR RUST

1. METAL
2. AIR
3. MOISTURE

MULTIPLE FORMS OF CORROSION PRESENT

BROWN RUST
The metal is exposed to high oxygen and low moisture

YELLOW RUST
There is incredibly high moisture on the part

BLACK RUST
The part is exposed to air but low oxygen

TAKING THE WORK OUT OF YOUR WORKDAY
**TOP 5 REASONS**
WHY METAL PARTS RUST DURING SHIPPING/STORAGE

**5. IMPROPER USAGE**

**4. CONDENSATION**

IRON CORROSION RATE
AT DIFFERENT RELATIVE HUMIDITIES (%RH)

TAKING THE WORK OUT OF YOUR WORKDAY
3. HANDLING

1. DIRTY CONDITIONS

2. RINSE & DRY
Rust matters to your customers because of what we call the rust iceberg… while there are visible costs to rust (sorting, de-rusting parts) as with any iceberg, the bulk of the pain that rusts causes your customers is hidden costs. To feel their pain lets take a look at one hidden costs.

THE REAL COST OF RUST

**SITUATION**

- **PART VALUE:** $1.00
- **VOLUME:** 50,000 UNITS
- **TOTAL PART VALUE:** $50,000

**CONSEQUENCE**

- CUSTOMER COMMUNICATION
- REWORK
- INTERNAL MEETINGS
- INSPECTIONS
- DE-RUSTING
- RE-SHIPPING

**PARTS SCRAPPED**

- **COST:** $14,440.00

**PARTS RE-WORKED**

- **COST:** $6,928.00

**USING ARMOR**

- **COST:** $175.00

Taking the work out of your workday
VCI, WHAT IS IT? HOW DOES IT WORK?

For VCI, you need a ‘carrier’ which in this picture is Kraft paper, then you coat the paper with VCI. Now carrier plus VCI equals ARMOR WRAP or ARMOR POLY, a paper or bag that can protect your clients metal parts.

VCI WHAT IS IT?

When you place your metal part in the ARMOR POLY Film Bag think of those little VCI nanotechnology molecules being volatile.

HOW IT WORKS

The VCI nanotechnology molecules are coming out of the carrier and putting a protective barrier on the metal part.

ARMOR’S PROPRIETARY NANO-COATING ON THE SURFACE OF THE METAL PREVENTS CORROSION

RUST PREVENTION METHODS

- PAINT
- COATINGS
- OIL
- GREASE
- RP LIQUIDS

VCI PACKAGING
VCI THICKNESS

VCI isn’t a thick or messy barrier… this is nanotechnology. The easiest way to understand nanotechnology is ARMOR VCI is 4-6 Nanometer and a single sheet of paper is 100,000 NM.

ARMOR FAMILY OF PRODUCTS

VCI comes in many different forms, paper, poly, stretch, emitters, liquids and more. Now that you know how corrosion forms and how it hurts your customers, what VCI is and how it stops rust, the next question is: how do you sell it?
Remember Highlights magazine? We’ve made our own version and have called it Spotlights for Distributors. They’re a fun and easy way to train you on how to sell VCI. If you would like your very own copy of our distributor training activity book, reach out to Ryan Gingery and we will connect you with an ARMOR rep and get you one! Let’s take a peak at some of the fun inside and also how you can take the information you learned earlier about rust and preventing rust and sell VCI.

ARMOR products can be used for any metal application...

If you sell to a company who produces or packages METAL PARTS an opportunity exists!

People To Talk To:

- Quality Department
- Tool Crib Manager
- Facilities Manager
- Purchasing Manager
- Manufacturing Engineer
- Packaging Engineer
- Shipping/Receiving Manager

TAKING THE WORK OUT OF YOUR WORKDAY
Circle The ARMOR VCI Opportunities!

1. Inbound Rusty Parts
2. Open Garage Door
3. Oily RP Spray
4. Oily Floors
5. Wet Metal Parts
6. No Gloves
7. Competitor’s VCI

Circle The ARMOR VCI Opportunities! ANSWERS

TAKING THE WORK OUT OF YOUR WORKDAY
ARMOR’s major customers – Look at this list and think through your current customers; maybe sell or don’t sell VCI right now, you have a relationship with one of these customers and want to break into the account and grow your sales.

STOCK & READY

So now you know, what causes rust, what prevents rust – VCI and where the opportunities lie in the plant to sell rust. Let’s switch gears and talk about how ARMOR makes it easy for you to sell VCI.

ARMOR MAKES IT EASY FOR YOU TO SELL PRODUCT!

-3X THE INVENTORY OF IN-STOCK AND READY TO SHIP PRODUCTS

-NO ORDER MINIMUMS

-STOCK AND READY ORDERS PLACED BY 1 P.M. EST WILL SHIP BY NEXT BUSINESS DAY
ARMOR offers Technical, Lab, and Field support, including Rustimonials. Your customers want to hear how you saved other customers from the rust iceberg... they want to hear how you saved them time and money.

Pricing

Taking the work out of your workday

We made pricing easy to understand & have included OEM container guides.

All items on the Stock & Ready™ product list are in-stock and ready-to-ship with no order minimums. Stock & Ready™ orders placed by 1 p.m. EST will ship by next business day.

*R terms and conditions apply

Rustimonials

For 40 years, Armor Protective Packaging® has offered a full line of rust prevention and rust removal products that are clean, safe, easy to use and extremely effective.

Armor Expertise

Stock & Ready

Taking the work out of your workday