

**WAGNER®**

**ACADEMY**  
KNOWLEDGE IS POWER



**Expert**

**WAGNER**

**WAGNER**

**WAGNER LIQUID ACADEMY SEMINARS**

# FROM BASIC TO EXPERT

A COMPLETE OFFERING FOR EVERY LEVEL

## WAGNER Academy: Know-how in liquid coating technologies.

Our goal is to teach you all aspects of the finishing equipment you may use, sell and service, this is the goal of the WAGNER Academy.

We offer the right training program for every area of application in liquid coating, bringing the necessary expertise to our distributors and customers across North America, Mexico and Canada. This way we can ensure that you know your coating equipment and can operate it **safely and properly**.

You will learn more about the latest application technology, service and repair tips & tricks and get competent answers to your questions.

You will receive an all-round professional **training course** at our facility in Plymouth, MN with a lively exchange of experience among participants from a wide range of companies to **individually tailored training courses** at your site or specialized in house training at Wagner. In addition to **classic classroom and application lab training**, we also offer the [WAGNER Online Academy](#), which allows you to continue your education independently.

We will promote your technical know-how, from which you will benefit whether you're in equipment sales, repair or a finish applicator.

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# OUR TEAM

MEET THE PEOPLE OF WAGNER



## **Cliff Little**

### **Industry Experience:**

48 Years

### **Expertise:**

Liquid & Powder  
Equipment Sales &  
Technical Manufacturer



## **Randy Krawiec**

### **Industry Experience:**

43 Years

### **Expertise:**

Liquid  
Equipment Sales &  
Technical, Distribution  
& Manufacturer



## **Tammy Blatt**

### **Industry Experience:**

20 Years

### **Expertise:**

Liquid - Consumer  
Product  
Product Management,  
Engineering & Quality  
Team Support

# WAGNER ACADEMY TRAINING CENTER

KNOWLEDGE IS POWER

We help you manage your everyday challenges more efficiently. Our spacious training center at our Plymouth, MN facility offers ideal conditions for discussing the latest application technology. Benefit from a variety of advantages:



- Latest system technology in the field of liquid in the technology centers
- Knowledgeable and experienced experts from the field
- Modern equipped training rooms that will accommodate large group events
- Balanced mix of theory and practice for long-term learning success
- Adaptation of the training content to your specific needs
- Individual dates on request
- Exchange of experience with other participants
- Spray areas for hands-on application



# TRAINING COURSE OVERVIEW

KNOWLEDGE IS POWER

## Our Training Levels

In our training courses our focus is on YOU. Our goal is to provide you with an in-depth understanding of the various coating and equipment technologies, to help you to better understand how to effectively sell and support all of the WAGNER product lines, and to deepen our partnership with you, so you feel fully supported.

 <b>Basic</b>	 <b>Sales &amp; Technical</b>
<p>We bring everyone up to the same level of product knowledge through online training course work.</p> <p>Course content examples:</p> <ul style="list-style-type: none"><li>• Coating Basics</li><li>• Equipment technologies</li><li>• WAGNER brand product overview</li></ul> <p><b>75%</b> Theory      <b>25%</b> Practice</p>	<p>This is a mid-level training for sales reps and service technicians. Covers equipment function, hands-on application, and provide training designed to help you sell effectively.</p> <p>Course content examples:</p> <ul style="list-style-type: none"><li>• Basic course content review</li><li>• Manual and automated application</li><li>• Hands-on equipment set up</li><li>• Selling processes, techniques, and tools</li></ul> <p><b>50%</b> Theory      <b>50%</b> Practice</p>

# LIQUID COURSES

## LIQUID COATING PRINCIPLES AND EQUIPMENT TECHNOLOGY 1



- Basic - WAGNER Online Academy, self-paced
- Sales and Technical combined - Plymouth, 2.5 days in-person



- Limited number of participants
- Information on registration or cancellation at the end of this document



- Basic - WAGNER online Academy access will be provided
- Sales and Technical - Each participant is responsible for their own air travel, hotel accommodation and transportation to the facility

### Basic

- Liquid coating overview
- Transfer efficiency
- Material supply - low, medium, and high pressure
- Equipment technology - Airspray, Aircoat, Airless, Plural
- WAGNER brands product overview

75%

Theory

25%

Practice

### Sales and Technical

#### Sales

- Basic course material review.
- Equipment technology - introduction of Airspray, Aircoat, Airless, and 2K basics.
- Wagner products overview
- Competitor analysis.
- Sales processes and techniques.

50%

Theory

50%

Practice

#### Technical

- Equipment selection.
- Basic equipment assembly and testing.
- Various troubleshooting techniques.
- Equipment disassembly and assembly, how all components work together.
- Compressed air principals and filtering of compressed air.
- Shop audits overview.
- Flatline automatic systems overview

25%

Theory

75%

Practice

# LIQUID COURSES

## 2K TECHNOLOGY AND SYSTEMS



- Basic - WAGNER Online Academy, self-paced
- Sales and Technical combined - Plymouth, 2.5 days in-person



- Limited number of participants
- Information on registration or cancellation at the end of this document



- Basic - WAGNER online Academy access will be provided
- Sales and Technical - Each participant is responsible for their own air travel, hotel accommodation and transportation to the facility

### Basic

- Plural component theory
- 2/3/4K coating overview - water/solvent based
- Measuring, mixing, and dosing
- Material supply - low, medium, and high pressure
- Equipment technology - Airspray, Aircoat, and Airless
- WAGNER brands product overview

75%

Theory

25%

Practice

### Sales and Technical

#### Sales

- Basic course review.
- Feature / Benefit, ROI, functionality, product positioning and quote generation.
- WAGNER plural brands in depth product overview.
- Twin Control, 2K Smart and Comfort.
- Sales Processes and techniques.
- Competitor analysis.
- Installation and commissioning overview.

50%

Theory

50%

Practice

#### Technical

- Hands on 2K equipment assembly.
- Programming and overview of controllers.
- Stroke Sensor and gear flow meter overview.
- Hands on testing of 2K components.
- In depth troubleshooting and repair basics.
- Installation and commissioning.

25%

Theory

75%

Practice

# LIQUID COURSES

## ROTARY ATOMIZER TECHNOLOGY AND AUTOMATED SYSTEMS

**\*Class is not currently available. Please inquire if interested.**



- Basic - WAGNER Online Academy, self-paced
- Sales and Technical combined - Plymouth, 2.5 days in-person



- Limited number of participants
- Information on registration or cancellation at the end of this document



- Basic - WAGNER online Academy access will be provided
- Sales and Technical - Each participant is responsible for their own air travel, hotel accommodation and transportation to the facility

Basic		Sales and Technical			
<ul style="list-style-type: none"> <li>• Internal vs external charging</li> <li>• Coating isolation</li> <li>• Resistivity, grounding, voltage, amperage</li> <li>• WAGNER brands product overview</li> <li>• Safety equipment and procedures</li> </ul>		<p>Sales</p> <ul style="list-style-type: none"> <li>• Basic course review</li> <li>• Automation - fixed and multi-axis</li> <li>• Parameter and PLC settings</li> <li>• WAGNER brands in depth product overview</li> <li>• Competitor analysis</li> <li>• Sales processes and techniques</li> <li>• Automated coating application</li> </ul>		<p>Technical</p> <ul style="list-style-type: none"> <li>• Parts stocking</li> <li>• Repair estimating</li> <li>• Hands on equipment assembly</li> <li>• Hands on testing</li> <li>• Hands on repair</li> <li>• Hands on coating application</li> <li>• In depth troubleshooting</li> <li>• Installation and commissioning</li> </ul>	
75%	25%	50%	50%	25%	75%
Theory	Practice	Theory	Practice	Theory	Practice

# REGISTRATION AND PARTICIPATION

## TERMS AND CONDITIONS

### Organizer

The organizer of the seminars listed is:  
Wagner Industrial Solutions  
1770 Fernbrook Lane  
Plymouth, MN 55447



### Registration

Please register using our website - <https://wagnerindustrialsolutions.com/usacademy>

### Contact

Please email [tammy.blatt@wagner-group.com](mailto:tammy.blatt@wagner-group.com) with any inquiries.

### Closing date for registration

No less than 21 days prior to start of course.

### Confirmation of registration

Each participant will receive confirmation of registration with hotel information and travel suggestions.

### Cancellation policy

We look forward to your attendance and the opportunity to build a stronger sales and/or technical relationship with you and your company. Please understand that availability for all Wagner classes is limited, and we have offered a place in the class to you based on your expressed or required educational need, and / or desire to attend. To accommodate other interested participants, we ask you to inform us of any cancellations as early as possible and in writing. We can only waive this fee if Wagner can find an appropriate replacement to attend in your absence.

- Cancellations are allowed up to 14 working days prior to the start of the course.
- A \$150 charge will be invoiced if cancellation occurs between 7 - 14 working days prior to start of course.
- A \$300 charge will be invoiced if cancellation occurs less than 7 working days prior to start of course.

### Seminar fee

There are no seminar fees or charges. Each participant is responsible for their own air travel, hotel accommodation and transportation to the facility. WAGNER will cover the cost of group lunches in the WAGNER Café. The seminar organizer reserves the right to cancel a seminar.

### Confirmation of participation

You will receive a certificate of completion for each course attended.



### Wagner Spray Tech Corporation - Industrial Solutions

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