



# NEWS ALERT

## Another Class Graduates from Cortec® University!



Cortec® partners from as far as Louisiana and Texas gathered November 14<sup>th</sup>-15<sup>th</sup> at Cortec® World Headquarters for another informative session of Cortec® University. The two-day training was an excellent introduction into the fundamentals of Cortec® VpCI® Technology and allowed new distributors and employees alike to learn from experienced Cortec® professionals.

Cortec® continually strives to make each session of Cortec® University even more engaging than the last. Cortec® trainers know the value of learning styles and incorporated additional hands-on training tools for a more memorable learning experience this session.

As usual, distributors each received their own sample boxes of flagship Cortec® products to use professionally. Cortec® also gave them each a bonus bag of VpCI® products with directions on where to use them around the house (e.g., toolboxes, electrical boxes), so they can become personally familiar with applying the products themselves.

Cortec® University problem-solving kits were once again a highlight of the training as attendees had the opportunity to try their skill at solving corrosion problems based on real-life situations. Another highlight was a visit to the lab to see firsthand how to remove rust, apply coatings, and troubleshoot customer problems. Attendees also appreciated the personal insights that trainers were able to share throughout the sessions from their own experiences.

One new distributor who came from Louisiana to learn about Cortec's corrosion solutions commented, "The training was outstanding. . . . It just covered all the fundamentals and all the basics; and the hands-on experiments . . . and the individual experiences that the presenters had to offer were also valuable to me."

Cortec® is continuing to put energy into making Cortec® University the best training experience possible for its valued distributor partners and looks forward to introducing even more improvements at the next Cortec® University, March 6<sup>th</sup>-8<sup>th</sup>, 2018!

To learn more about the upcoming Cortec® University, please visit the following link:

<https://www.cortecvci.com/Publications/Marketing/Cortec-University-Sell-Sheet-12-17.pdf>

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