

ArmorPoxy Overview

Armorpoxy is a somewhat unique floor coating and related products distributor that caters to a market that does not use contractors for a variety of reasons including safety/security issues, the need to do jobs in stages where using a contractor is not cost-effective, jobsite access issues, and economic reasons. Even though all of the products we sell are available through contractors, we have built up a very successful niche business catering to those that don't or can't use a contracting network.

We have been in business since 1998 and buy from many of the leading names in the business who love to sell to us and have us resell under our name since we serve underserved markets quietly and with zero disruption to the manufacturer's markets. These markets include commercial, industrial, municipal, and some minor residential.

Our specialty is selling unusual, solution-solving products to people that find us on the internet. We have a very, very active website with over 100,000 visitors per month all of them seeking solutions to unusual coating and surface problems, and rank just below major companies such as Home Depot, Lowes etc, and way above virtually all companies in our market. We have many thousands of keywords in the 'top ten', leading to large numbers of inquiries and sales for specialty products. We have built an outstanding reputation taking care of these markets, and shipping materials and our complete kits with full support from us for ease of installation. We own the trademark 'Job on a Pallet' amongst many others, and sell millions of square feet of specialized coatings per year. On average we make about 10,000 sales a year and our 'problem' rate is less than 1/10th of a percent of our sales.

Armorpoxy is known for selling 'solutions' rather than just coatings, and for that reason, we get top dollar for our products so our pricing since it is much higher than the manufacturer normally sells at never, ever interferes with our supplier's market pricing or sales efforts, and if anything adds value to their offerings.

We are a nice, quiet under-the-radar distributor company. We are a family-owned business and can react instantly to any requests or problems that would arise so they would be dealt with promptly and efficiently. With our new facility, we are positioned to start growing our local sales market. We envision selling our (mainly epoxy-related products) at a lower price point than we sell online to contractors and others who purchase these products frequently on an annual basis. Being located right outside NYC (about a 40-minute drive) we think there is a large opportunity to sell more over the counter lower cost products. We are interested in learning and discovering more ways how we can source, solicit, market, and service our products to a more local market.