



ZRC Distributors Case Study

Pacific Galvanized Sales Has Partnered With ZRC for Over 20 Years

— And Enjoyed Significant
Success Along the Way

A ZRC distributor is a company that buys our cold galvanizing products from us and then resells them to contractors looking to fill their spec sheets. As a ZRC distributor, your main role would be to connect our products with the end user. We also rely on you to be our representative, meaning you'll have a deep knowledge of ZRC products and can provide a high level of customer service.

One such company is Pacific Galvanized Sales.

ABOUT THE COMPANY

Pacific Galvanized Sales

In 1982, Dan Overman created Pacific Galvanized Sales. Initially focusing on stocking a limited range of hot dipped galvanized bars, the company steadily evolved into one of Southern California's premier galvanized stocking distributors.

A significant turning point occurred around 2003, when Pacific Galvanized Sales began its partnership with ZRC. Over the past two decades, Pacific Galvanized Sales has homed in on specific demographics and industries that are an ideal match for ZRC products, identifying the fabricator, fencing, and cell tower sectors as particularly suited for cold galvanizing compounds.

For more than 20 years, they've been a successful distributor of ZRC products. Pacific Galvanized Sales's commitment to exceptional product knowledge and unwavering customer service has not only attracted but retained clients, fostering a loyal customer base that continually returns for their expertise and support.

THEIR CHALLENGES

1

With their niche in stocking galvanized material, their end customers were looking for an option to repair their fabricated or cut material.

2

They needed a high-quality product that had earned great reviews and met the most codes and regulations possible.

HOW WE HELPED

ZRC's quality and service stood out and became their preferred vendor of choice for cold galvanizing repair compounds. Why do they love it? In their own words, **"It works!"**

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We love working with ZRC!

Great Product – Great people – Great Vendor.

– Daniel Overman Jr.



Supply Your End Customers With Top Products

Our product is superior, far above the competition. There are several factors that affect the quality of our cold galvanizing compounds. Perhaps the most important is the quality of the dust itself, meaning the purity of zinc dust being used. In fact, Pacific Galvanized Sales saw right away that the high zinc percentage in our dry film was one of the biggest differences between ZRC and the competition.



Customer Will Come to You

ZRC cold galvanizing is the go-to product for architects and engineering firms. Our products are written into specifications more than all of the other brands combined! As a distributor, there's no sales effort needed for these new sales. Customers walk through the door knowing what they are looking for, and often purchase other products they will be needing on the job site.

Adhere to Regulations and Local Codes

Another difference Pacific Galvanized Sales saw – and a top reason they decided to become a partner with ZRC over the competition – was the quantity of local codes and regulations our products adhere to. These approvals are essential for ensuring compliance with legal requirements and industry standards, and it's something that we take incredibly seriously.

Maintain Your Stellar Reputation

Top-quality products lead to customer loyalty and repeat business. With ZRC, you can always feel good about being a representative of our product. We stand behind the quality of our products, and you should too.

As a distributor, you will have peace of mind knowing that selling a subpar product won't be an issue with ZRC zinc coating. Our product does what we say it will, plain and simple. One reason for this is that we not only meet the standards of ASTM A780 – we exceed them.



Top-quality products lead to customer loyalty and repeat business.

Bring in Additional Revenue

There are many reasons why being a distributor, just like Pacific Galvanized Sales, is a benefit to you! ZRC distributors make money by purchasing products from us at a lower cost and then reselling them at a higher price. We love to reward our dealers, so you get a better price to be an extension of our team and wow the end customers.

We give you a substantial percentage off MSRP pricing for your order. The difference between the cost of the product and the selling price is your profit margin. Pacific Galvanized Sales has seen the promise of increased sales and higher profit margins come true, bringing in additional revenue they wouldn't have otherwise earned.

We don't regulate what you charge the customers, so you can set your prices at whatever works best for your business model. Distributors may also make money by providing additional services, such as delivery. If you are the only distributor of our products within a geographical region and are willing to bring the product to a customer's jobsite, you can greatly increase your profit margin.

Learn More About Becoming a ZRC Distributor

Become a distributor today, then take advantage of everything there is to love about ZRC and use it to boost your own company's name brand – just like Pacific Galvanized Sales has done for over 20 years. If this is the first you've heard of the idea to become a ZRC dealer, we strongly urge you to consider it.

Reach out to our team to learn more! Pacific Galvanized Sales also really values the personal approach and great service offered by ZRC's employees. This is exactly what you can expect as well.

[Learn More](#)



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