

Waterblasting.com Grows Business by 28 Percent During First Year Using Onvia

Challenge

Just over a year ago, Waterblasting.com wanted to build its business beyond Florida and create sustainable growth for its high-pressure water-blasting service, which removes striping and unwanted coatings from highways, runways and other paved surfaces.

The challenge was to educate more contractors and airfield managers on the overall value of the process, so that the company wasn't competing solely on price. When it comes to road work, for example, water blasting tends to be more expensive than grinding and sandblasting. Unlike those processes, however, stripe removal with the Stripe Hog system is virtually dry and debris-free.

"In the past, we relied on repeat business and referrals," said Eric Gray, who heads sales and operations for the 20-year old company. "My goal was to increase sales to justify putting another truck into service."

Solution

Gray signed up for Onvia alerts and database information access after getting a positive recommendation from another Florida contractor.

:: Research Helps Identify New Prospects and Gives Reason to Call

"I use Onvia to search DOT planholder lists and find other contractors I never knew about," Gray said, explaining that Waterblasting.com works as a subcontractor 80 percent of the time. "When I get to meet them I introduce myself by saying, 'I heard you won the bid on I-4... Congratulations, and by the way, let me tell you how I can save you money on stripe removal.' Walking in the door with so much knowledge gives me instant credibility and gets them talking. I'm not just another salesman."

:: Direct Marketing Helps Build Awareness for New Process

Using Onvia and old-fashioned marketing tactics, the company has also dramatically expanded its airport business to remove rubber build-up left by aircraft landings and paint removal airside as well as landside. Most U.S. airports continue to use a chemical process several times a year to remove rubber deposits left by aircraft landings.

"Developing our airport business is slow going, since it's about trying to change people's minds," says Gray. "My goal is to get in the door, get the airfield managers to try us out and see for themselves how much more environmentally friendly, efficient, and better our process is."

To generate awareness among airfield managers and purchasing agents, Gray sent literature to everyone he identified with a relevant bid or RFQ. He used Onvia information to find these names.

Continued on next page



:: **Location** Stuart, Florida

:: **Onvia Government Client Since** 2007

 **Annual Return**
on Onvia Service
70-Fold

 **Client Breakeven**
on Onvia Service
4 Months

“When I started using Onvia, I opted for a national subscription to help us build business outside of Florida. As it turned out, Onvia information helped us build relationships everywhere, including Florida.”

— Eric Gray,
Sales Coordinator, Waterblasting.com

Contact Us

To learn more about Onvia's complete set of government solutions, call **888-484-3374** or visit **www.onvia.com**.

Results

Gray credits the Onvia Government information service with helping him grow the road and airport side of the business by 28 percent in one year for a 7,050 percent ROI or 70-fold return on the cost of his annual Onvia subscription.

As of today, the service company has completed projects in over 30 states and has become the largest purchaser of equipment from sister company Waterblasting Technologies, which sells its Stripe Hog equipment in the U.S. and internationally.

Last year, his marketing campaign to airports paid off with an opportunity to demo the process to Miami International Airport. As a result, Waterblasting.com won its first multi-year contract to remove runway-rubber buildup. Gray won't divulge the value of the contract, saying his competitors can use Onvia to find it if they want.

"When I started using Onvia, I opted for a national subscription to help us build business outside of Florida," said Gray. "As it turned out, Onvia information helped us build relationships everywhere, including Florida. With the new business we brought in, Waterblasting.com paid for its subscription in four months."

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