

MARKETING BLACK PAPER: CHAPIN 1002

The Comprehensive Product Bible for Vapco Solutions Wholesalers & Sales Teams

1. EXECUTIVE SUMMARY: THE "WHAT"

The **Chapin 1002** is a 48-ounce (1.4L) high-compression applicator. While it resembles a standard mister, it is an industrial-grade tool engineered with **High-Density Polyethylene (HDPE)** and a specialized **Anti-Clog Filtration System**. It is designed to bridge the gap between weak spray bottles and bulky, oversized tank sprayers.

2. THE TARGET AUDIENCE: THE "WHO"

- **The Service Tech:** The person on the roof who needs a portable, belt-clip solution.
- **The Facility Manager:** The person managing indoor air quality (IAQ) who needs precision disinfection.
- **The Wholesaler Counter Pro:** The gatekeeper who recommends tools that won't result in "junk" returns.

3. PAIN POINTS & STRATEGIC SOLUTIONS

TECHNICIAN PAIN POINT	THE 1002 SOLUTION
"Ladder Fatigue" Lugging 2-gallon tanks up 20ft ladders is a safety risk.	25ft Jet Stream: Reach the project from the ground or the roof deck. No climb required.
"Chemical Waste" Overspraying with hoses or big tanks wastes expensive concentrate.	Precision Mist: Total control over the spray pattern saves the contractor money on every jug of chemical.

TECHNICIAN PAIN POINT	THE 1002 SOLUTION
<p>"Pump Failure" Grit and sediment kill standard pumps in weeks.</p>	<p>Anti-Clog Filter: Captures debris before it enters the pump. It's the "Oil Filter" for your sprayer.</p>

4. THE VAPCO SYNERGY: CROSS-SELLING

The "Perfect Pair" Strategy: Do not sell the chemical without the applicator.

- **With Foaminator (or our other coil cleaners):** Use the coarse stream for deep penetration.
- **With Disinfect Pro Liquid:** Use for rapid deodorization of large rooms or switch for precise disinfection of smaller locations or any hard, nonporous surface.

5. OBJECTION HANDLING: COUNTER SCRIPTS

Objection: *"I can buy a cheaper sprayer at the hardware store."*

"You can. But when that \$5 pump fails on a Friday afternoon 40 miles from here, you've lost \$150 in labor. This is an industrial tool with a built-in filter and a 25ft reach. It's built for HVAC, not gardening."

THE BOTTOM LINE

The Chapin 1002 is the **Service Call Accelerator**. It minimizes setup, maximizes safety, and ensures that Vapco chemicals perform at their peak efficiency.