



ARMAND TRESSERRAS CASULÀ
ATC



www.armandtresserras.com



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History

We all have a passion. This is mine!

From an early age, I started in the field of waterproofing in 1992, dedicating myself to the sale and advice of products for liquid waterproofing.

I have been learning since my beginnings, I have been growing and expanding my field of action, introducing myself in the industry and construction sector.

Due to my extensive experience and continuous research, I have managed to become a firm and consolidated professional in the sector of waterproofing and continuous coatings. Thanks to a job well done, serious and responsible, I give a service to my clients who have given me their confidence to continue in my line of effort.

My professional career is linked to leading and developing my Poliurea Systems project with which I intend to be a benchmark in the world of liquid waterproofing and continuous flooring.

I have a technical, disciplined, communicative, analytical profile, oriented to achieve the proposed objectives and positive thinking. I am an organized professional, accustomed to a high level of demand and working in a team. I am passionate about my work, who knows how to listen to meet clients' needs.



Sincerely;

Armand Tresserras Casulà



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Profile

I am a very organized professional with an orderly prospecting, negotiation, sale and follow-up plan to be successful and productive. Also decisive to solve conflicts and make decisions when things go wrong with a client.

I am Resilient, that is, with the ability to fight for professional goals such as results, benefits, attracting new clients, etc. and face adversity coming out stronger.

Experienced salesperson with the ability to adapt to all types of work environment. I have worked in different sectors in which I achieved high sales that exceeded the expectations of my area. I am a person with charisma and I have a special command of the word that allows me to empathize with clients from the beginning. Confident of myself, motivated and committed to achieve the proposed objectives and results.

Responsible, dynamic and creative person, with ease of adaptation to any environment and difficulty, used to working under pressure and achieving the goals and objectives set by the company.



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Purpose



There are no shows or neon lights to show you the way to find your true purpose in life. Few people instinctively know what they want to do on Earth. I knew many years ago that I wanted to be an entrepreneur, but I didn't know how I wanted that to happen.

I know this is very common in other people who do not want to work for others, but do not know what to do to achieve it.



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After the years



For a few years, I have made my list of resolutions, I set generic objectives, more concrete things and a dream that I would like to fulfill. Some I am fulfilling, but I am deviating a bit from the path to get others. It is time to take stock, review the purposes and set new ones. Setting clearly defined goals is one of the keys to achieving a happier life.

I do not set goals that I will not fulfill, I only set goals that I want to fulfill. It won't do any good if I say I'm going to quit smoking or I'm going to run every day when it's not really something I want.

To set yourself and achieve goals, you have to start small.



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Nowadays

PINTURAS FERROLUZ manufactures all the products of the Poliurea Systems brand, and has trusted me to continue as head of the Poliurea Systems division, given my extensive experience of more than 30 years in the sector, I have the ability to make decisions and decide the way forward.

Websites of interest

If you are interested in obtaining more information about products, systems, marketing and factory, click on the corresponding logo and you will access the different web pages.





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Trajectory



I have created my own range of systems, intended for waterproofing and continuous pavements, in the field of waterproofing, allowing us to apply roofs highly resistant to rain, extreme temperatures, heavy traffic, road traffic and abrasion. Completely continuous, adhered to the support without joints or overlaps, which facilitates its cleaning, total disinfection and maintenance.

We are continuously developing new products and systems aimed at caring for and preserving the Environment and meeting the demands of our customers.



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Training courses



At Poliurea Systems we are continuously developing new products and systems aimed at caring for and preserving the Environment and meeting the demands of our customers.

I like to retain customers:

Build my clients' loyalty through personalized solutions, guaranteeing the optimal price of basic products, providing excellent service (customer savings) and high quality.

Approved Applicators:

At Poliurea Systems, we have the CERTIFICATE of APPROVED APPLICATOR for the application of our different PS-Systems, the application companies have previously had to take courses in our factory, with this we offer a greater guarantee and the best solution to our clients.

We have a very wide commercial network with distribution centers, commercial technicians that cover all of Spain, and can also serve any foreign country.

If you need our services either for the product or for the application of the same in a work, do not hesitate to contact me and I will send you a sales technician closest to your area, who will assist you and answer your questions.



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Experiences

My international challenge has been a very enriching experience, both personally and professionally. Getting to know new cultures, new people and different ways of working have meant continuous learning and evolution. I am a restless professional, who likes adventure, knowing countries and undertaking new challenges. As an example, I have done work in the following countries:

CENTRAL AMERICA:

PANAMA: Waterproofing of emblematic buildings owned by the government.

MEXICO: Waterproofing of roofs of several hotels owned by a hotel chain.

JAMAICA: Industrial floors for cold rooms in several hotels.

CUBA: Attendance at EXPOCUBA international fair for the introduction of Polyurea in the country.

REP. DOMINICANA: Waterproofing of roofs of several hotels owned by a hotel chain.

NORTH OF AFRICA:

SENEGAL: Implementation of products and Systems-PS

MOROCCO: Implementation of products and Systems-PS

TUNIS: Waterproofing of roofs of several hotels owned by a hotel chain.

EUROPE:

RUSSIA: Industrial floors for cold rooms in several hotels.

UKRAINE :: Waterproofing of iconic government-owned buildings.

SLOVAKIA: Implementation of products and PS-Systems

CZECHIA: Implementation of products and PS-Systems

GERMANY: Waterproofing of roofs ITALY: Implementation of products and PS-Systems

FRANCE: Waterproofing of swimming pools GREECE: Waterproofing of roofs

MIDDLE EAST:

ISRRAEL: Pavement shopping center





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Motivation



Liquid waterproofing with POLYUREA membranes

If we talk about Hybrid Polyurea, the combinations can be endless. However, in Pure Polyureas we only speak of two types; aliphatic and aromatic.

Aliphatic Polyureas are the highest priced for being resistant to UV radiation, while Aromatic Polyureas discolor and lose shine when exposed to UV radiation and are more rigid than aliphatic polyureas.

Due to their resistance to exposure to UV rays, aliphatics are ideal to apply as a top coat

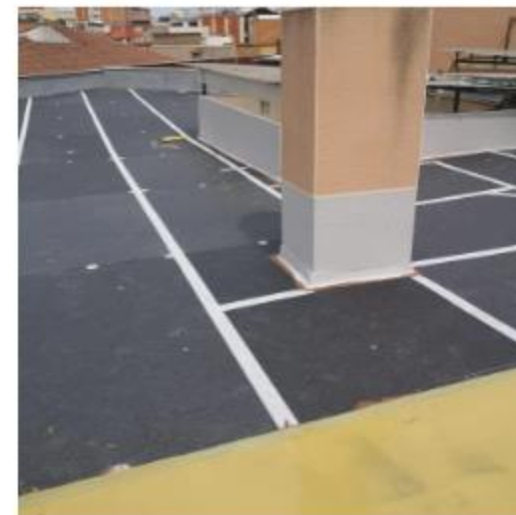




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My fields of action

- Waterproofing
- Tightness
- Continuous flooring
- Thermal isolation



Thanks for your attention

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