



DURABILITY CONSULTANTS

Manufacturer Representation • Business Development • Market Development • Technology Commercialization

Turning Innovative Construction Technologies Into U.S. Market Opportunities

Durability Consultants is a specialized manufacturer's representative and business-development firm focused on construction materials, concrete technologies, infrastructure products, specialty chemicals, waterproofing systems, and related industrial technologies.

We represent companies that are seeking to **enter, expand, or accelerate their presence in the North American market** without the cost and time required to build a full internal sales organization.

Our approach combines technical understanding, established industry relationships, targeted prospecting, direct customer engagement, and hands-on market development.

OUR PRINCIPALS



JIM KAYLOR | PRINCIPAL

Jim Kaylor is a second-generation construction professional with more than 40 years of experience in the concrete and construction industries.

His background encompasses cement chemistry, Portland-cement-based concrete and mortars, structural concrete design and durability, waterproofing, corrosion protection, shotcrete, concrete repair, and specialty concrete applications.

Jim has developed long-standing relationships with ready-mix producers, concrete contractors, engineers, architects, specifiers, and major construction organizations throughout the Western United States. He is a certified shotcrete nozzleman and inspector and has served as a voting member of numerous ACI and ASTM national committees.

Jim left the Building Industry in the mid-'90s for a time where he was able to train out of the Olympic Training Center (Colorado Springs) as a competitive cyclist on the velodrome, dirt and street. He also taught middle school in Pacoima, California, for five years before returning back to the Construction Industry.



MARC GOLDBERG | PRINCIPAL

Marc Goldberg is a seasoned business-development professional with extensive experience in construction materials, high-performance flooring, moisture management, concrete-related technologies, and specialty products.

His career has centered on developing markets, building relationships with major contractors, engineers, specifiers, agencies, manufacturers, and industry organizations, and bringing new technologies from introduction through commercial adoption.

Marc's strengths include strategic market development, targeted prospecting, executive-level relationship development, sales strategy, customer qualification, and creating the connection between innovative technology and a customer's economic and operational requirements.

Marc is also a **former U.S. Army Paratrooper, Combat Medic, with the 82nd Airborne Infantry**, bringing the discipline, accountability, adaptability, and mission-oriented approach developed through service in the U.S. Army. The 82nd Airborne Division is the Army's active airborne infantry division based at Fort Bragg.

WHAT DURABILITY CONSULTANTS PROVIDES

MARKET DEVELOPMENT

We identify the industries, geographic markets, applications, and customer segments where a client's technology has the greatest potential to create measurable value.

TARGETED PROSPECTING

We research and prioritize qualified manufacturers, contractors, distributors, engineers, operators, and end users. We identify the executives, engineering personnel, operations managers, purchasing groups, and technical decision-makers who influence adoption.

BUSINESS DEVELOPMENT

We open doors, establish relationships, arrange face-to-face meetings, introduce technologies, coordinate demonstrations and trials, and develop qualified opportunities toward commercial adoption.

TECHNOLOGY COMMERCIALIZATION

We translate technical products into a compelling business proposition by identifying the customer's problem, demonstrating the technology's value, establishing the economic benefit, and creating a practical path toward adoption.

MANUFACTURER REPRESENTATION

For companies entering or expanding in North America, Durability Consultants provides an experienced, boots-on-the-ground business-development organization without the immediate expense of building and managing a complete internal sales force.

INDUSTRIES & MARKETS

Our experience includes:

- Concrete and precast
- Construction materials
- Infrastructure
- Waterproofing and water management
- Specialty chemicals
- Building-envelope systems
- Concrete repair and rehabilitation
- Flooring and underlayment systems
- Transportation and transportation infrastructure
- Energy-efficiency technologies
- Industrial and specialty construction products

Our market-development activities have included the United States, Canada, Mexico, and other markets throughout the Americas. Jim is based in California and Marc is based in Arizona, providing a strong geographic platform for North American business development.

CURRENT PRODUCT & TECHNOLOGY EXPERIENCE

Durability Consultants currently provides representation, business development, technical support, or market development for technologies including:

Chem Concrete Hybrid Admixture

Advanced concrete admixture technology for strength, durability, permeability reduction, waterproofing, corrosion protection, workability, and concrete optimization.

Pozzolans & Cement Systems

Technical and business-development support for imported cementitious materials and pozzolanic technologies.

Benchmark Cement

U.S. distribution and market development for high-performance self-leveling cement systems.

Concrete Consulting & Technical Services

Specifications, logistics, technical support, and project development for major infrastructure and construction projects.

Specialty Concrete Repair & Rehabilitation

Structural leak repair, slab jacking, waterproof coatings, structural shotcrete repair, seismic upgrades, and real-time concrete monitoring and placement documentation.

The company's current product and service portfolio reflects the broader technical and commercial capabilities described in the original profile.

WHY COMPANIES WORK WITH US

A company entering a new market does not simply need more leads. It needs **relationships, access, credibility, technical understanding, and someone who can move an opportunity from introduction to adoption.**

Durability Consultants provides that capability.

Our process is straightforward:

IDENTIFY THE MARKET → FIND THE OPPORTUNITY → REACH THE DECISION MAKER → OPEN THE DOOR → DEVELOP THE RELATIONSHIP → QUALIFY THE OPPORTUNITY → MOVE TOWARD ADOPTION

We do not view our role as simply making introductions.

We become an extension of the manufacturer's business-development organization.

OUR BUSINESS DEVELOPMENT PHILOSOPHY

Find the opportunity.

Find the right people.

Open the door.

Demonstrate the value.

Develop the relationship.

Move the opportunity forward.

DURABILITY CONSULTANTS

Marc Goldberg | Principal

408.234.2764

marc@DurabilityConsultants.com

Jim Kaylor | Principal

310.650.4263

jim@DurabilityConsultants.com