

# CASE STUDY

## UDT PRODUCT DISTRIBUTOR, NORBERG PAINTS EXPANDS OFFERINGS



### AT A GLANCE

The UDT Distributor Program offers valuable benefits such as:

- Technical sales and training support
- Backlinks to your website
- Qualified leads
- Robust customer service and tech support
- Job costing and quoting tools
- Discounted products

### OVERVIEW

Founded in 1885, Norberg Paints has served Sioux Falls, South Dakota for more than 134 years. In the early 2000's, Norberg added industrial floor coatings to their product offerings to better serve their customers.

### CHALLENGE

For Stuart Norberg, a third-generation owner, maintaining a high-quality reputation in the area is extremely important. Norberg focuses on finding and reselling paints and coatings from reputable and reliable manufacturers. However, it has often proven difficult to find manufacturers that communicate well and provide timely shipments. Distributors like Norberg rely on their manufacturers for excellent customer service and product support in addition to good communication and fast turn-around times.

This manufacturer-distributor relationship has been especially critical during tough times, such as the COVID pandemic and the devastating Texas ice storm. Raw material costs and supply shortages affected the entire country, leaving many manufacturers unable to supply their distributors like Norberg.



*“UDT provides excellent products, service, and training. We are now able to help our customers find the best solution for their floors every time, and they love the results!”*

**Jordan Williams,  
Norberg Floor  
Specialist**



[www.norbergpaints.com](http://www.norbergpaints.com)  
(605) 332-5545



**ULTRA DURABLE  
TECHNOLOGIES**  
Manufacturing Innovative Coatings

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## SOLUTION

In 2016, Ultra Durable Technologies (UDT), a Waite Park, Minnesota manufacturer of floor coatings, started supplying Norberg Paints with a variety of concrete coatings to supplement their product lineup. The two companies have established an excellent relationship and have achieved the most important goal, helping Norberg's customers with their demanding projects.

During the pandemic beginning in 2020, Ultra Durable Technologies helped Norberg continually supply its contractors with the products they needed, while many vendors failed to maintain supply. They achieved this by working as a team on forecasts, cooperating on orders, and figuring out tough shipping conditions.

In 2022, UDT moved into a new production facility that allows for even greater manufacturing capacity. Norberg has benefitted from UDT's ability to formulate and manufacture new products that fill their customers' growing floor coating needs. In 2023, UDT expanded its polyaspartic product line to include a slow, user-friendly version (US85-EXT) in addition to fast-drying (US85-FAST) and high-solids (US100) products.

Excellent communication and customer support in addition to the high-quality products that Norberg receives from UDT have made the partnership a huge success. Most importantly, Norberg has experienced great comfort in working with people they have grown to know and trust.



For more information about becoming a UDT Product Distributor, please scan the QR code below.



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