



# Lead Qualification Form

Submit instructions at bottom of form  
**\*All fields are required**

**Submitter**

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Phone # \_\_\_\_\_

E-mail \_\_\_\_\_

**Prospective Lead for Qualification**

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Phone # \_\_\_\_\_

E-mail \_\_\_\_\_

Check all that apply

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Conversion from liquid to powder coating | <input type="checkbox"/> Adding powder coating equipment to an existing finishing line | <input type="checkbox"/> Metal (Aluminum, Steel, Cast Iron, etc.)                          |
| <input type="checkbox"/> Currently does not have a finishing line | <input type="checkbox"/> Replacement of existing powder coating equipment (retrofit)   | <input type="checkbox"/> Non-conductive (wood, plastic, or other composite material, etc.) |

Product Coated \_\_\_\_\_ SIC Code \_\_\_\_\_

Existing Equipment \_\_\_\_\_ Brand Used \_\_\_\_\_

Competition \_\_\_\_\_ Will Gema be the first in? (Y/N) \_\_\_\_\_

Budgeted Project? \_\_\_\_\_ Target Installation Date \_\_\_\_\_

Coating Suppliers: \_\_\_\_\_ Powder Supplier Contact \_\_\_\_\_

Specific Project Being Requested: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Submitter \_\_\_\_\_ Date \_\_\_\_\_

**To Be Completed By Gema**

Date & Time Received \_\_\_\_\_

Qualified Lead    Yes     No     Per \_\_\_\_\_

Save form and email to [salesleads@gema.us.com](mailto:salesleads@gema.us.com).  
Forms can also be faxed to (317) 298-5010.

Qualified leads will be protected for a period of two (2) years from date received.  
**This information is confidential property of Gema USA Inc.**

Rev Date: 1-27-22

**Lead Qualification is NOT Account Authorization.**