

# Project Profile

**Johnson Creek Premium Outlet Mall  
Johnson Creek, Wisconsin**

## Updating the mall's appearance

**Project Description:**

Sealcoating a 60-store outlet mall for an updated and premium appearance.

**GemSeal<sup>®</sup> Product Used:**

- PolyTar Sealer

**General Contractor:** Asphalt Seal and Repair, DePere, Wisconsin



## Challenge

### Enhancing the parking lot's appearance to compliment the premium stores in the outlet mall

The parking area of this 60-store outdoor shopping mall looked worn and dated compared to the upscale designs of the existing building structures and finishes.

The pavement surface faded from oxidation, staining and surface raveling. The large surface area of approximately one million square feet needed to be prepped, sealed in phases, allowed to dry and striped with little to no impact on the mall's business. The parking area is a high traffic zone with cars present at all hours of the day, seven days a week.

### Project Technical Specifications

- Sealer:

# POLY-TAR®

Before:



After:



## Solution

**GemSeal's high performance polymer-modified PolyTar sealer was the perfect solution for this challenging project. This unique polymerized formula results in superior resistance to wear, improved stain resistance, stronger adhesion and flexibility, and a deep black finish. PolyTar is able to deliver all of these benefits without the need for extra additives, saving the customer time and money.**

The project was planned and carried out by Asphalt Seal and Repair of DePere, Wisconsin. Owner, Steve McLeod chose PolyTar because he has had great success with the product in the past. This job called for over 18,000 gallons of sealer and so he chose the company that, according to McLeod, "provides the most consistent product on the market." As a long-time customer, Steve knows that he can depend on GemSeal to deliver the best product time and time again. And, in turn, his customers are sure to get consistent results.

The success of this project depended not only on the quality of the product, but also on its availability. Steve and his team developed a schedule for completion dictated by the challenges of sealing an active parking area in several phases. The time constraints of the schedule demanded that GemSeal deliver product at off peak hours, overnight and on short notice. Steve states that GemSeal's ability to work with his team on delivery "was critical to the success of the project." The job could not have been completed without the high level of customer service for which GemSeal is known.

At GemSeal, we believe that delivering a high quality product with the best customer service in the industry is the only way to go. Knowing that we can make our customer's job easier is a driving force behind what we do.

### Proud Result with GemSeal®

The Asphalt Seal and Repair team is proud of the results that were achieved with GemSeal's PolyTar. Their follow-up inspections continue to exhibit results that showcase the durability and longevity of the product. Steve states that he "still uses Johnson Creek project as a reference for other customers, and we have gotten a tremendous amount of business as a result of the final product."