

The Hilton Hotel Resort & Conference Center  
Markham, ON

# Project Profile



## A Five-Star Parking Lot for a Four-Diamond Hotel

**Project Description:**

Sealcoating and crack sealing a 260,000 SF hotel and conference center parking lot in Markham, Ontario, Canada

**GemSeal<sup>®</sup> Product Used:**

PolyTar Sealer

**General Contractor:**

Sure Seal Pavement Inc.  
Brampton, ON

# Challenge

After recently renovating the interior of its elaborate Conference Centre at the Hilton Hotel & Resort in Markham, Ontario, the hotel needed to make improvements to the exterior—starting with its aging asphalt—so the entire properly would reflect the brand’s upscale image.

Inspection of the 260,000 SF asphalt parking lot revealed isolated areas of alligator cracking and oxidation (or fading) due to high traffic load and environmental effects. After a massive investment in structural resurfacing four years earlier, the property wanted to maintain its pavement asset with a more cost-effective, preventative strategy.

Sure Seal Pavement Inc. recommended sealcoating as part of the treatment plan to seal in the components of the asphalt pavement—namely the fines, binder, and stones—and hold it together while also providing a protective barrier against UV sunlight, water, air, chemicals, salt, oils, and gasoline. However, due to its high traffic volume, the hotel staff asked the contractor to coordinate the procedure carefully so that access and parking would remain available throughout the job.

## Project Technical Specifications

- Sealer:

# POLY-TAR



# Solution

The hotel selected Lance Bradshaw of Sure Seal Pavement Inc. to perform the work. Lance recommended using PolyTar, a premium polymer-modified sealer. He explained that polymers enhance film strength during changes in pavement temperature and help decrease tearing and cracking due to expansion and contraction of the asphalt. Furthermore, including a polymer-modified, higher-performing pavement sealer would add 50-65% longer life than conventional non-modified sealers. He went on to say that this reduces the frequency of sealcoating applications to the parking lot over time and, thus, would mean fewer disruptions to the hotel and its guests.

Prior to sealcoating, the pavement underwent 20,000 linear feet of crack sealing. Next, Sure Seal applied 7,400 gallons of sealer. “It’s really important to approach a project from the standpoint of getting the longest durability out of the pavement and coating; ultimately, this provides the best value per dollar invested,” said Lance. “We have recognized PolyTar as being one of the most durable pavement sealers on the market; it has proven itself to us time and time again, project after project.” Additionally, Lance and his team were able to complete the job faster with PolyTar because it requires less mixing time than other sealers as there is no need to add latex, which saves on material and labor costs.

Lance’s experienced team applied two coats of PolyTar to the entire parking lot and spread three coats on main entryways and turning areas for added protection. Work was completed in stages to accommodate the steady flow of traffic, especially during conventions or other events. The Sure Seal team provided ongoing communication with hotel management and helped redirect traffic so that work zones were clear of cars and the job could progress as efficiently as possible. Schedules had to remain flexible, however, when work was delayed due to a last-minute booking of a large convention. Even with a brief setback, the job progressed very smoothly and it was due, in part, to the efforts of GemSeal Pavement Products. Lance commented, “GemSeal delivered product on time, which helped to ensure we could execute within schedule. As a Canadian customer, it’s not always guaranteed that product can be exported from the United States expeditiously. But, we’ve never been let down with GemSeal. That’s a true testament to GemSeal’s commitment to contractors and our customers.”



## Proud Result with GemSeal®

“We’ve had promises made by other suppliers of high product durability, but it’s never been achieved. When we made the switch to GemSeal—and PolyTar in particular—what we were told was delivered. As far as product durability, customer service, and taking caring of us as a contractor and partner, GemSeal has always come through.”

-Lance Bradshaw, Sure Seal Pavement Inc.