



IMPACT

Individualized **M**aintenance **P**lan for
Asphalt & **C**rack **T**reatment

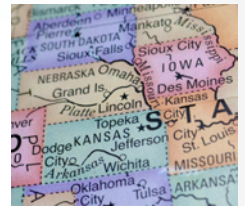
Because different sites
often require different
pavement solutions

Why Specify

IMPACT is a national specification program which ensures the right pavement products are being used in the right market to properly address individual site conditions. GemSeal customizes specifications so the products address the unique factors of the region including location, climate, and application for optimum performance.

Plan Features

- Nationwide pavement assessments
- Custom application specifications
- High performance mix designs
- Assistance with contractor qualification
- Tested and proven products
- Expertise and technical support



Plan Benefits

- Understand your pavement inventory
- Right products in the right market
- Uniform coverage
- Control the work performed
- Consistent image in every location
- Cost savings and ROI



Products

- Sealers (refined tar, asphalt emulsion, or eco-friendly)
- Hot-pour crack sealants
- Lot marking paints



The Process

- 1** Initial meeting to evaluate current program and discuss your portfolio
- 2** Follow-up meeting to review product options
- 3** Roll-out meeting to examine individualized treatment and implementation

Make an *IMPACT* with the right pavement products.

Call **866-264-8273** or visit **gemsealproducts.com**



IMPACT

Individualized Maintenance Plan for Asphalt & Crack Treatment

Right products.
Right market.
Real savings.

Case Study Results

Extend the life expectancy and save money over time with IMPACT. This national specification program can help you understand your portfolio, specify the right products, and select the right contractors for consistent results anywhere in the country. Plus, a proactive approach to pavement maintenance can save, on average, over 30 percent compared to no maintenance plan.

No Plan:

Year	Cost	Notes
1	\$450K	New construction
2	\$0	No work
3	\$0	No work
4	\$0	No work
5	\$0	No work
6	\$0	No work
7	\$0	No work
8	\$25K	Liability patching
9	\$20K	Liability patching
10	\$550K	Remove and replace entire lot
11	\$0	No work
12	\$0	No work
13	\$0	No work
14	\$0	No work
15	\$0	No work
TOTAL		\$1,045,000
End Result: 5-year-old lot		

Individualized Maintenance Plan:

Year	Cost	Notes
1	\$450K	New construction
2	–	No work
3	\$10K	Crack seal, initial sealcoat, stripe
4	–	No work
5	\$12K	Patching, crack seal
6	–	No work
7	\$15K	Patching, crack seal, sealcoat, stripe
8	–	No work
9	\$12K	Patching, crack seal
10	–	No work
11	\$15K	Patching, crack seal, sealcoat, stripe
12	–	No work
13	\$15K	Patching, crack seal
14	–	No work
15	\$180K	Resurface
TOTAL		\$709,000
End Result: Brand-new lot that costs 32% less		

Chart Illustration: Actual cost comparison of two 90,000 S.F. parking lots.

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