



# The GemSeal Journal

“Solid content for sealcoat and paving professionals.”

## Covering More Ground in 2015



### A Message from the COO: Grow Your Business With GemSeal

GemSeal is covering more ground than ever before. And that is going to benefit you through better service, more product choices, and most important—**increased business**. How? We’ve added new employees, expanded our product line, and broadened our reach to provide nationwide service to contractors and property managers.



We’re working hard to provide more opportunities for contractors both large and small. **Get to know the new and improved GemSeal and watch your business grow!**

Best wishes for a strong season ahead,

Jeff Lax  
Chief Operating Officer

That’s where this newsletter comes in. In this issue, you’ll learn about our national account program to help **grow your business** locally, regionally, or nationally; discover our new line of products, equipment, and paints and crack sealants; as well as special sales and incentives.

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**Pavement is Our Passion!®**

## National Account Program is Good for Contractors and Property Managers

GemSeal has been busy meeting with property owners and managers who have one thing in common: asphalt parking lots! Led by CB Kuzlik, our director of national accounts, we have been working to educate these owners and managers about the benefits of pavement preservation. This will increase the use of sealcoat, crack sealants, and lot marking paints.

To meet growing demand, we have developed a National Account Program. Our team has both manufacturing and contracting experience, so we know the industry inside and out. Through the program, we will connect you with the right relationships and quality GemSeal products to grow your business.

### FEATURES

- High-performance products
- National specifications
- Established relationships
- Technical support
- Quality control

### BENEFITS

- Minimal call-backs
- Multi-site contracts
- Little selling involved
- Consistent outcome
- Repeat business

### THE GEMSEAL ADVANTAGE:

- Complete product line
- Nationwide availability
- Specification process
- Client connections
- Joint sales calls
- Marketing support
- Technical expertise
- Educational tools



Questions? Contact your sales representative or call us toll-free at 866-264-8273.

## The Easy Choice for Contractors

Remember the days when quality meant something? Well, those days aren't over at GemSeal. When it comes to growing your pavement maintenance business locally, regionally, or nationally, you simply cannot do it without a quality product on which to hang your hat.

When you and your crews know what to expect with each gallon of sealer, it simplifies your job. And, it's the same with your clients. Property and facility managers are looking for consistent results to ensure a seamless end-user experience regardless of location. They don't want properties that cause problems.

Make sure your jobs deliver on that expectation with GemSeal products. We manufacture all of our sealers using a precision colloid mill process to produce higher-performance mix designs and uniform results. Plus, we can get you the product you need with our large tanker fleet, vast distribution network, and convenient pickup locations.

With nearly 60 years of experience manufacturing superior pavement preservation products, GemSeal is the most trusted name in the industry. Put us to the challenge and see for yourself.



## GemSeal's New Products Offer Something for Every Contractor

Everyone in the industry knows that refined tar sealers – despite a growing body of science to the contrary – have come under pressure and in some places have been banned from use. For that reason, we have developed a better asphalt emulsion sealer for contractors and property owners who prefer an alternative to coal tar products.

To complement our Guardian AE sealers, we are proud to introduce **Black Diamond™**, a petroleum based, high-performance sealer that combines the benefits of asphalt emulsion sealer with many of the performance attributes of coal tar sealers. This product exceeds AE performance with better coverage, greater durability, and superior color stability.

- No coal tar - enabling use in areas restricting refined tar products
- No burn - crews will love working with it
- Can be applied at lower temperatures than AE
- Higher dilution rate than AE sealers - saves money on the job
- Color stable formula stays black

While GemSeal has been busy developing Black Diamond, we have also been working hard to bring you better-quality paints and crack sealants. In addition to stocking a variety of crack sealants and paint brands, we now offer our very own line of GemSeal products, which have been specified for use by large national accounts.



### GemSeal Crack-Flex Pro/ Crack-Flex Pro-S Hot Pour Sealants

- Fast melting formulas
- Direct fire and oil jacketed applications
- Long “pot life” for convenience on the job
- Resists tracking common with other sealants
- Usable in wide temperature range

### GemSeal Lot Marking Paints

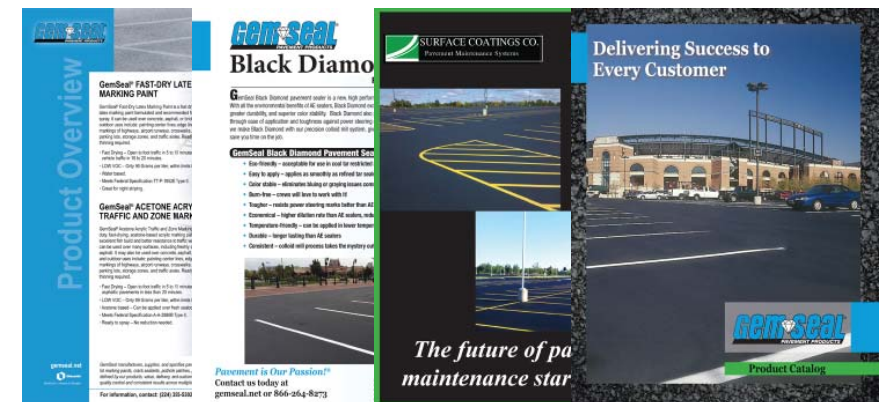
- Higher solids formulas for higher level of performance
- Higher solids mean brighter, more durable lines
- Meet demanding federal specifications
- Low VOCs enable use in all 50 states
- Lightning-fast dry times for quick job completion
- Use on newly sealed surfaces, new asphalt, and concrete

## New Catalog and Literature are Great Tools for Selling or Shopping

Based on requests and feedback from many of our customers, GemSeal has released several new product brochures along with a **28-page product catalog** which includes our complete line of pavement preservation products along with a wide range of equipment and tools.

Whether you need brushes, squeegees, paint strippers, repair parts, or even cleaners and safety products, GemSeal has you covered on the surface and beyond.

Use our brochures to help you sell work to your clients. Visit [gemsealproducts.com](http://gemsealproducts.com) or call 866-264-8273 to request a free catalog.



## Surface Coatings Co. – A Superb Addition to the GemSeal Family

In late 2012, GemSeal acquired Surface Coatings Co. in Auburn Hills, Michigan. Led by Lee Lewis, Surface Coatings has quickly become an important member of the GemSeal family. Like our other plants, they manufacture sealer using a colloid mill, making it a great addition to our network of plants. Also impressive is the can-do attitude of the people who work at the facility. Over the years, they have developed a culture where the customer comes first. With outstanding product knowledge and superb quality – backed by the industry-leading GemSeal quality control program – Surface Coatings has continued to service its vast customer base in the Great Lakes and Midwest. The entire GemSeal organization has learned from Lee and his team, and we're thrilled that they joined us!



Lee F. Lewis, Regional GM



## Get a Bonus...Just for Buying!

GemSeal is grateful when you decide to do business with us. We know you have many options, and we're happy when you choose to purchase our sealers, paints, crack sealants, and other products. As a way of thanking you for your loyalty to GemSeal, we have designed a program to reward your purchases. With GemSeal Rewards, you can earn points on every purchase toward travel, entertainment, home goods, and more! Certain program rules apply, so be sure to ask a GemSeal rep for information.

**“This is an unbeatable perk—a program that rewards you just for buying the products that you need for inventory. Plus, it’s very easy to access. Simply go online and use accumulated points to shop from various categories. So far, our company has redeemed points for a destination vacation, a big-screen TV, and retail gift cards. And, it only took about ten days to receive the rewards.”**

- Dan Browne, NAC Supply, Inc.

Visit [gemsealrewards.com](http://gemsealrewards.com) to learn more. Obtain login credentials through your sales rep or call 800-495-9765.

## Show \$pecials

GemSeal is offering the following discounts on our high-quality tools and equipment. But, hurry! This offer expires February 14, 2015. Call **866-264-8273** to order.

Item	Description	Discount based on:	List	Special	Item	Description	Discount based on:	List	Special
	Billy Goat 9HP Subaru		\$1195	<b>\$995</b>		Wire Wheels, 8"	Minimum 6	\$43	<b>\$29.95</b>
	Billy Goat 9HP Honda		\$1400	<b>\$1190</b>		Graco Husky Pumps 1"		\$798	<b>\$720</b>
	Billy Goat 13HP Honda		\$1650	<b>\$1425</b>		Graco Husky Pump, 1 1/2"		\$890	<b>\$790</b>
	Little Wonder 9HP Subaru		\$1195	<b>\$995</b>		Graco Husky Pump, 2"		\$1099	<b>\$990</b>
	Little Wonder 9HP Honda		\$1425	<b>\$1190</b>		Caution Tape, 1000'	10 Rolls	\$13.95	<b>\$9.95</b>
	Little Wonder 13HP Honda		\$1725	<b>\$1450</b>		Flagging Tape, 150'	12 Rolls	\$1.90	<b>\$14.40/doz</b>
	18" Traffic Cones	Minimum 100	\$8.50	<b>\$5.95</b>					
	28" Traffic Cones	Minimum 100	\$14.95	<b>\$9.85</b>					



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