

The GemSeal Journal

"Solid content for sealcoat and paving professionals."



Filling you in for 2016

A Message from the President: Choosing the Right Products for the Job

2016 marks another election year in which we are faced with a choice of selecting who will be the best candidate for the job of President. Without jumping into the politics, I ask you this: What do people look for in a leader? Follow through? Consistency? A proven track record? We believe the same qualities are important when selecting products for your pavement maintenance projects. Because, while there are many products and manufacturers from which to choose, no one except GemSeal can deliver the things that are important to helping grow and support your business.



This year we'll be working hard to show you how our unique qualities—in our people, products, and processes—work together to make your business stand

(continued on pg. 2)

In this issue:

President Message	1
New Distributor	2
New Product	2
Benefits of Additives	3
Contractor Resource Series	3
Regional Spotlight	3-5
National Account Program	6
Rewards Profile	6
Show Specials	7



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Pavement is Our Passion!®

out. For example, our focus on quality and consistency helps your crews quickly get to work on the job without guessing about mix design. Our efforts to develop new products like Black Diamond help you address the shifting market landscape and meet the changing needs of your customers. We are also working to carry more of the products you have asked for, products you need to be successful. Finally, we continue to educate property owners about the sealcoating process and pavement maintenance programs. Consider it our way of “campaigning” to grow the industry and your company.

Please enjoy the contents of this newsletter. Our entire team worked together to feature only the most relevant and useful information to help you on the job throughout the year ahead. There is no debate: GemSeal is committed to being the best supplier to the pavement maintenance industry. Put us to the test in 2016 and see for yourself.

Thank you for your continued trust in GemSeal.

With best wishes for a successful year ahead,

Jeff Lax

President

New Distributor—Actionseal

GemSeal® Pavement Products is pleased to introduce Actionseal, a leading Canadian supplier of pavement maintenance products and supplies, as a distributor in Ontario with new locations planned for 2016 in other Canadian provinces.

Actionseal offers GemSeal FedSpec™ refined tar emulsion asphalt sealer, cold pour crack fillers, and sealer additives. “Our business model was developed by a team of experienced pavement maintenance contractors,” said Leigh Kuhn, Co-Creator of Actionseal. “We understand clients rely on us for guidance to help them make the best decisions concerning pavement upkeep; it is a responsibility we take seriously, which is why we offer only the highest-quality products, tools, supplies, and equipment. That was a major reason why we chose to distribute GemSeal’s products instead of other choices.”



New Product—Permafrix



GemSeal is excited to announce the availability of Permafrix, a premium cold patch product licensed from Macismo International, Ltd. Permafrix is a permanent, maintenance-free repair solution for potholes, cracks, and utility cuts. It is a one-time fix, requiring no maintenance after initial application.

With this long-lasting cold asphalt technology, your customers will enjoy solid protection against rutting and weather-related damage from rain and freeze/thaw cycles.

Additional attributes include a high degree of versatility and convenience. Permafrix can be applied on asphalt and concrete in temperatures as low as 15°F, and the process is simple and straight forward. No heavy compaction equipment is needed, no cutting or tack coat priming is required, and no over-band crack sealing is necessary. Furthermore, it minimizes disruption or downtime because, once applied, the material can be driven on immediately. Permafrix does not contain any solvents, it is VOC compliant, and fully recyclable.

It is our passion to research and develop innovative products to fulfill the needs of the expanding pavement maintenance industry. We hope that you will consider putting Permafrix to the challenge this cold-weather season and all year long.

Benefits of Additives: Adhesion, Cohesion, and Viscosity

Latex additives contain polymers which enhance different properties within sealer to improve durability. **GemSeal latex additives** generally affect adhesion, cohesion, and viscosity. Adhesion is how well the sealer bonds to the pavement. The better the sealer bites into the pavement, the harder it is to come off. Cohesion is the internal strength of the film itself, how well it holds itself together. The greater the internal strength of the film, the greater resistance it has to being worn off from power steering, as well as preventing sand rollout. Viscosity is the resistance to flow--it defines how thick the sealer appears to be. Increased viscosity can help increase sand loading and affect how the sealer spreads out on the pavement. Note: not all polymers are the same and affect adhesion, cohesion, and viscosity in different ways and to different degrees.

When we make **GemSeal PolyTar**, we polymer-modify the refined coal tar in production. This method more effectively blends and combines the added polymer with the refined coal tar, creating a better binder. PolyTar uses a blend of polymers, which improves the overall performance of the sealer without requiring additional additives.

Additives are also included in our **Guardian PM** asphalt emulsion sealer. All of our other sealers can be customized with several different additive options to ensure the proper mix components for your particular needs. The table below summarizes each of our additives and how they benefit the appropriate pavement sealer.

Additive	Used With	Benefits
AQS-3	Fed Spec & Black Diamond	Abrasion resistance, impart slight film flexibility to improve crack resistance under freeze / thaw cycling, increase viscosity for higher sand loading; accelerate dry time
Boost Pro	Fed Spec & Black Diamond	Abrasion resistance, heat and fuel / solvent resistance, and also increase viscosity for higher sand loading
Ultra 3	Fed Spec & Black Diamond	Benefits of AQS-3 and Boost Pro
GuardFlex	Guardian AE	Abrasion resistance, impart slight film flexibility to improve crack resistance under freeze / thaw cycling, and increase viscosity for higher sand loading
Rapid Set	Fed Spec & Guardian AE	Drying time, film flexibility for crack resistance under freeze / thaw cycling, and adhesion. Least impact on viscosity.

Gemseal would be happy to assist you with choosing the right additive. For further info please contact your sales rep or visit gemsealproducts.com.

Contractor Resource Series: Tips for the Trade

GemSeal is here to help you sell, develop a lasting impression, and maintain relationships with your clients for the long term.

The first part of the equation involves education. Differentiating your business begins in the sales process; in fact, with each interaction, property managers are seeking your expertise. While most understand sealcoating is an important part of an effective pavement maintenance plan, many still have misconceptions about what sealcoating can and cannot do.

That is why GemSeal is constantly documenting our knowledge (both successes and failures) in order to present best practices to you, our contractor clients. This knowledge has a win-win effect, benefiting both your business and end-users.

The first paper in our **Contractor Resource Series** is authored by Chris Mariani, GemSeal General Manager – Southeast Region. “Strategies to Improve Your Sealcoating Work” covers the Top 5

areas you need to review with your client in order to be recognized as the expert, which results in more work and business growth. This paper is available for download at gemsealproducts.com.

Other topics we’ve researched and written about include Specifying the Right Products in a PMP, Successful Sealcoating Programs, and FAQs for Sealcoat Contractors.

Be the first to know when new papers are released by joining our mailing list at gemsealproducts.com.



Chris Mariani Completes Term as Chairman for PCTC



Regional Spotlight

In 2015 Chris Mariani, General Manager – Southeast Region, completed a two-year term as chairman of the Pavement Coatings Technology Council (PCTC).

As chairman, Chris participated in hearings and other meetings with governmental agencies to advocate on behalf of the industry. He also contributed to several educational sessions including the Council’s annual seminar at the National Pavement Expo, the most recent of which covers how to discuss the effectiveness of sealcoating with property managers.

Toys For Tots

The GemSeal manufacturing facilities in Atlanta and Millbury each held a toy drive in 2015 to benefit the U.S. Marine Corps Reserve Toys for Tots Program. For the fourth year in a row, employees in Atlanta hosted a luncheon for customers in early December to raise awareness and Christmas donations for the program. During the event, attendees—including two men in uniform from the U.S. Marines—were treated to their favorite diner fare from the mobile kitchen of The Varsity, the world's largest drive-in restaurant.

The GemSeal facility in Millbury promoted the program and served as a drop-off site from October through early December. All in all, with the combined efforts of the Atlanta and Millbury teams, GemSeal was able to collect and donate over 200 toys for less fortunate children in those local areas.



GemSeal's Rosedale Store Open For Business



In September 2015, Gemseal held the “sneak peek” opening of our first stand-alone retail store located in Rosedale, MD, just outside of Baltimore. The store totals 6,500 square feet and is managed by two full-time employees. Along with GemSeal products, the store sells Graco stripers and will soon offer Cimline machines. This new location is ideal for Baltimore-area drive-up customers. Plus, it is within close proximity to the manufacturing facility in White Marsh, MD, ensuring ample supply of products at all times.

The store will host a grand-opening event in April 2016. Stay tuned for more information about this affair and special sale pricing throughout the year ahead.

ALS Knights Donation

A long-time client of GemSeal, Kevin Gosnell, owner of T&K Asphalt located in Whitman, MA, was recently diagnosed with ALS. Shortly afterward, Kevin created the ALS Knights to unite the friends and family of ALS patients and to raise funds for the treatment, research, and cure of ALS.



When Kevin approached the GemSeal team in Millbury, MA, and revealed the mission of ALS Knights, Glenn Shapiro, General Manager, and Job Davis, Territory Sales Manager, were honored to contribute to the cause while also providing support to a good friend and the surrounding community. *(continued on next page)*

After pulling together funds, the GemSeal team in Millbury was proud to make a donation to the ALS Knights in November of 2015. GemSeal also supported Dryco in Fremont, CA, as they also raised money in a separate ice bucket challenge for Kevin.

A One-Stop Shop at Franklin Park



With a limited paving season in Chicago, contractors in the Windy City know that time is money. To make it quick and easy to stock up on sealer as well as a variety of pavement maintenance supplies, our manufacturing facility in Franklin Park, Illinois, opened a retail store and showroom adjacent to the plant. Situated near the Chicago O'Hare Airport, contractors from all over the city can benefit from the store's convenient location, which officially opened for business last summer.

Now, in addition to sealer, customers can visit the store to stock up on crack sealing equipment, blowers, brooms, brushes, squeegees, and traffic control tools. With this one-stop shop, local contractors no longer have to make multiple trips for supplies and can spend more time completing jobs. In addition, customers can see and handle products before purchasing. The store is committed to providing value and will continually expand product selection based on demand and feedback from our customers.

Dallas Plant Ramps Up Black Diamond Production

Our precision colloid mill manufacturing plants are the perfect blend of science and engineering. This is especially evident at the GemSeal plant in Dallas, which last May began extensive infrastructure improvements to allow for production of Black Diamond, our newest high-performance alternative to refined tar sealer and asphalt emulsion sealers. The Dallas plant was renovated, in part, to meet the large market demand for alternative sealers (refined tar products are currently banned in the nearby city of Austin). With the new equipment installed, the plant is now able to produce Black Diamond locally with a faster production rate and greater output capacity.

To engineer this complex renovation, GemSeal commissioned Industrial Age Scales Inc. to help with installation and also relied heavily upon on our own team led by Rob Main, Chris Mariani, and Rob Sanders. The equipment installed during the renovation includes a new heated raw material storage tank; a slurry tank with full plumbing; steam tracing; a new circulation pump; and a new storage tank to house the new Black Diamond product. With the new storage tank, the Dallas plant has tripled its raw material storage capacity, affording longer run times and less raw material offload interruptions.



The renovation was completed in October. The enhancements to the Dallas plant will help GemSeal grow and expand throughout Texas, Oklahoma, and Louisiana.

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! We have been working to educate the 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.

THE GEMSEAL ADVANTAGE:

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

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



Questions? Contact your sales representative.

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 products that you need for inventory. Plus, it's very easy to access. Simply go online and use accumulated points to shop for 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 to learn more. Obtain login credentials through your sales rep or call 800-495-9765.

Show Specials

GemSeal is offering the following discounts on our high-quality tools and equipment. But, hurry! This offer expires February 14, 2016. 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	\$995		Wire Wheels, 8"	Minimum 6	\$43	\$29.95
	Billy Goat 9HP Honda		\$1400	\$1190					
	Billy Goat 13HP Honda		\$1650	\$1425					
	Little Wonder 9HP Subaru		\$1195	\$995		Graco Husky Pumps 1"		\$798	\$720
	Little Wonder 9HP Honda		\$1425	\$1190		Graco Husky Pump, 1 1/2"		\$890	\$790
	Little Wonder 13HP Honda		\$1725	\$1450		Graco Husky Pump, 2"		\$1090	\$990
	18" Traffic Cones	Minimum 100	\$8.50	\$5.95		Caution Tape, 1000'	10 Rolls	\$13.95	\$9.95
	28" Traffic Cones	Minimum 100	\$14.95	\$9.85		Flagging Tape, 150'	12 Rolls	\$1.90	\$14.40/doz.



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Best Wishes For an Excellent 2016!



From All of Us at GemSeal!