



*PolyTar, which is available nationwide, is the longest-lasting pavement coating on the market, with over 25 years of field-proven applications supported by numerous customer testimonials.*



## THE COMPANY BEHIND THE PRODUCT

*GemSeal® Pavement Products owns and operates each of our facilities. And, as an Oldcastle® brand, our standards align with that of the largest producer of building materials in North America, which means we guarantee:*

- Outstanding, nationwide customer support
- Consistent products and reliable consultation
- Colloid-milled manufacturing process for unparalleled results

## BOTTOM-LINE BENEFITS

- PolyTar can extend the life of pavement by over 30%
- Total cost of maintained pavement is substantially reduced (Fig. 1, reverse)
- Fewer applications than standard sealcoat (Fig. 2, reverse)
  - Less downtime and increased revenue
  - Lower maintenance and mobilization fees
  - Reduced liabilities for property owner
  - Decreased disruption and involvement of stakeholders



## LONG-LASTING FIRST IMPRESSION

- Increased life expectancy per application versus standard coatings (4 years with Poly Tar; 2-3 years with standard coatings)\*
- Weather-proofing membrane that guards against asphalt deterioration
- Maintains flexibility and adhesion in both high- and low-temperature range

\*See note on reverse alongside Figure 2.





PolyTar can extend the total life expectancy of your pavement investment by over 30%.

## LIFE EXPECTANCY/TOTAL INVESTMENT

Figure 1: Cost comparison of 90,000 S.F. parking lot.

### Unmaintained:

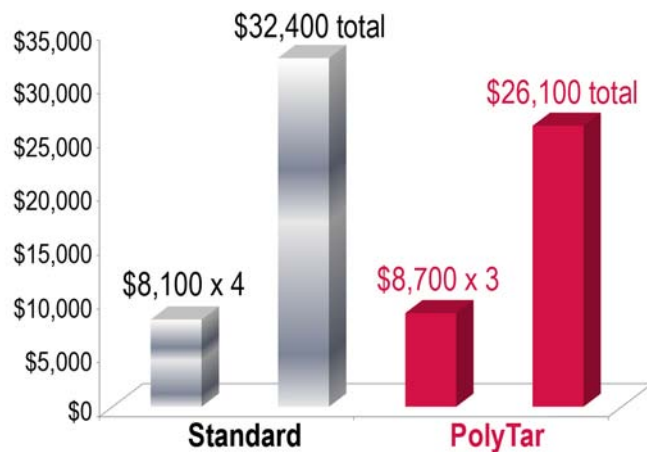
Year	Cost	Notes
1	\$450K	New construction
2	\$0	No work
3	\$0	No work
4	\$0	No work
5	\$0	No work
6	\$0	No work
7	\$0	No work
8	\$25K	Liability patching
9	\$20K	Liability patching
10	\$550K	Remove and replace entire lot
11	\$0	No work
12	\$0	No work
13	\$0	No work
14	\$0	No work
15	\$0	No work
<b>TOTAL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

### Maintained with PolyTar:

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
<b>TOTAL</b>		<b>\$709,000</b>
<b>End Result: Brand-new lot that costs 32% less</b>		

## THE REAL ROI OF SEALCOATING WITH POLYTAR

Figure 2



A parking lot measuring 90,000 square feet will require four 2-coat applications of a standard sealcoat over 15 years. Choosing PolyTar over a standard sealcoat can reduce the number of applications from four to three over 15 years.\*

\*Note: Many property owners experience four years between applications of PolyTar. However, many factors can affect performance of pavement coatings, including condition and age of pavement, number of coats, cure time, and traffic volume.