



# The GemSeal Journal

“Solid content for sealcoating and paving professionals.”

## Extra, Extra! Get ‘Xtra’ Long Results!



Sealed with Black Diamond™ XL  
*More info inside...*

### A Message from the President & CEO

When Punxsutawney Phil saw his shadow in early February and predicted six more weeks of winter, it didn't seem possible with temps in the 60's and 70's in many of our northern markets. But darn it, he was right! With a long winter just now fading into spring, and tax season behind us, our team is motivated and ready. Our plants have been tuned-up, tankers cleaned, employees trained, show-rooms expanded, and product offering broadened. We are ready to help you have your best season ever with high-quality products and unmatched customer service!



In this issue, we share many of the new developments in Gem-Seal which are focused 100% on our customers. We have worked hard over the winter to improve our product line and set up

better programs to help our customers grow and maintain their clients' asphalt. You'll also read about our team of passionate employees who completed winter training to provide the best possible service experience to our customers. I'm especially pleased to acquaint you with Leo Mongeau, one of our dedicated customer service reps who epitomizes the passion we feel about the industry and our customers. If you're in the Boston/Worcester area, I know he'd like to meet you.

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**Pavement is Our Passion!®**

*Continued from front...*

It's worth noting that this is a special year for GemSeal. We are celebrating our 60th anniversary, making us one of the most experienced (it sounds better than "oldest!") manufacturers in the pavement maintenance industry. From our founding in 1957 until today, we continue to strive to improve our company, always living our core values, to earn your loyalty.

As you work to get your own company ready to perform at its best in 2017, I invite you to take a break and read what we are

doing to get ready for the amazingly fun, incredibly busy, high-intensity pavement maintenance season ahead. The entire GemSeal Team stands ready to help you solve problems and perform at your best and achieve huge success. Thanks sincerely for your business and your trust in GemSeal.

With best regards,

Jeff Lax

## INFRASTRUCTURE IMPROVEMENTS

### One Stop Shop is The Place to Go!

We are working harder than ever to bring more convenience to paving and sealcoating contractors. One of the ways we are doing this is by simplifying the buying process and by offering more of the things our customers need to get the job done. Our **One Stop Shop** stores are designed to provide you with everything you need to complete your job with just one trip to any of our locations – products, equipment, spare parts, or advice. Plus, when you shop with GemSeal, you can see and handle equipment before purchasing. We even offer 100% financing through Ascentium Capital on spray rigs, strippers, blowers, melters, and more.

### Equipment Sales & Rentals

Most people think of GemSeal as a great sealcoat manufacturer but don't realize that we offer much more than that. Did you know that most locations offer asphalt maintenance equipment in addition to materials, supplies, tools, and safety equipment?

In fact, we offer a broad line-up of products from Cimline, Seal-Rite, Able Manufacturing, Graco, Little Wonder, Billy Goat, and more. These product lines truly make us your One Stop Shop for all your pavement maintenance needs. Whether you are looking for a new hot-pour rubber kettle for DOT work, a new stripper to add the finishing touch to a freshly sealed parking lot, or simply need to replace or upgrade your existing equipment fleet, GemSeal is your go-to source for competitive pricing and quick, friendly service. Contact us to discuss your equipment needs.

### Equipment Financing to Help You Grow Your Business

So you've rented a unit in the past and have decided now is the time to buy. You've come to the right place! GemSeal wants to help you grow your business and we know the importance of credit as a growth tool.

That is why we teamed up with Ascentium Capital to provide you with affordable financing options on application equipment. The 100% Financing Program allows you to include tax, shipping, and other costs when you finance equipment including spray rigs, blowers, strippers, and melters. This means you can

avoid large, upfront out-of-pocket costs and set up more manageable payments! Several financing terms, rates, and programs are available to support the seasonality of your business. And, most approvals take less than 24 hours (financing and instant decisions subject to credit parameters).

Contact your local sales rep or visit our Web site at [gemsealproducts.com/financing](http://gemsealproducts.com/financing) to get a free, no obligation quote or to apply for credit online. It's that easy!



So, what are you waiting for? Stock up for the busy season at one of our **14 retail stores**. Get to know our team of professionals and let us help you have a great season in 2017! For more information, visit [gemsealproducts.com/about-us/one-stop-shop](http://gemsealproducts.com/about-us/one-stop-shop).



Not ready to take the plunge and buy that piece of equipment yet? GemSeal locations also offer a variety of rental equipment too. We carry a full line of hot-pour crack sealer melters, seal coat spray rigs, striping machines, and other equipment that will give you the edge without committing to a purchase. We offer competitive daily, weekly, and monthly rental rates. Contact your local GemSeal representative today for a full list of equipment rental offerings and prices.



## INDUSTRYTIPS

### Looking for DOT-Approved Products? You're On the Right Path...

Contractors know they can trust GemSeal's consistency and service. If you work on governmental projects, you also know the importance of using the right products to prolong pavement usability and save taxpayer money.

Now, you can find what you need all in one place—at your local GemSeal location. In addition to our own line of products, we now carry a full line of crack sealants and patching products that meet government specs.

Many of the products we manufacture or supply have been specified for use by highway contractors and governmental agencies throughout the country, so you can be sure that they will perform in the field, wherever you are.

In fact, these products have been especially designed to withstand high-traffic areas and provide long-lasting repairs to cracks, joints, potholes, utility cuts, patches, and edge breaks on highways, roads, bridges, and city streets, as well as airport taxiways and fueling stations.



You can access a state-approved list of crack sealants, browse product information along with technical data for both crack sealants and patching products, check out our photo gallery, or view an application-in-progress video all on our Web site at [gemsealproducts.com/governmental](http://gemsealproducts.com/governmental).

### Specifying Materials for Local Asphalt Maintenance Projects

Material for projects in the private and public sector are often specified by local engineering firms and building contractors. They often create these specifications based on materials used in past projects or simply because they are in the “comfort zone” of the individual creating the specification. In many cases, these are not the most suitable materials available for the project. Materials and application strategies are constantly changing, and it is difficult for individuals who work outside of the asphalt maintenance industry to stay up-to-date on every new innovation.

This is where your local GemSeal team can help. Our employees are knowledgeable regarding local industry trends, material restrictions, and have the most up-to-date information on newly available products. Our teams will ensure the right pavement products are being used in the right market to properly address individual site conditions and reduce pavement defects. This helps property owners get the results they pay for!

In many cases, GemSeal team members can work directly with engineering firms, building contractors, and property managers/

owners to create specifications or provide the documentation necessary to support our product recommendations.



In Michigan, our local sales manager, **Heath Carew**, worked with one of our property manager clients to specify the right GemSeal product for a project. After reviewing the details including scope, materials needed, and other concerns, he was able to make a recommendation. He sent technical data, Safety Data Sheets, and application specifications to the client for review and the product was approved as the primary material for the project in less than 24 hours. That's GemSeal in action!

If you have questions regarding material specifications in your area, please contact your sales manager or local GemSeal representative.

Earn points on every purchase toward travel, entertainment, home goods, and more. Ask your GemSeal representative for details and login credentials.

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# SOCIAL MEDIA ENGAGEMENT

## 60 Facts for 60 Years

GemSeal was established in 1957, which means 2017 is our 60th year in business! As one of the oldest companies in the pavement maintenance industry, we owe our long-term success to our passionate employees, hard-working distributors, reliable vendors, and—of course—our loyal customers.

One of the ways we are celebrating our **60th Anniversary** is on social media where we are posting a “Fun Fact” about GemSeal on Facebook and LinkedIn every week throughout the year. The campaign is called 60 Facts for 60 Years. Check it out to learn something new about our people, products, and history.

And, with every 10th post, we publish an open-ended, fill-in-the-blank fact, and we invite our fans and followers to comment

with the correct answer. All who participate (and come up with the correct answer) will be entered into a drawing for a **\$100 gift certificate** for use in any of our One Stop Shops. That’s six chances to pocket \$100 in paving products and supplies. So far, we’ve already awarded a gift certificate to Howard Hoke of Seven Lakes Contracting and Asphalt Services out of West End, NC. Congratulations Howard!



Be sure to “like us” on Facebook or “follow us” on LinkedIn so you never miss a fact or your chance to win!

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# CONTINUING EDUCATION

## GemSeal Customer Service Representatives Receive 3-Day Training

GemSeal takes very seriously the responsibility to provide the best possible service to our customers. That means that the whole team – from production and sales to inside staff – must work together to give the best products and advice to contractors. In early February, Customer Service Representatives (CSR) from across all GemSeal locations met at our Charlotte home office for a comprehensive, 3-day training session to improve their product knowledge, learn how to better serve customers, and prepare for the upcoming season.

After our president Jeff Lax welcomed the group, vice president Lee Lewis led a discussion about our new “One Stop Shop” program for all plants, which included review of core product lines at each location. Training continued on equipment sales and rental programs. Finally, controller Roy Jones taught a technology session to help CSRs more efficiently use computer tools designed to reduce check-out time, aid in inventory management, and better meet customer needs.

Employees also participated in a refresher course on pavement sealcoats, crack fillers and sealers, sealer additives, and tools. The training concluded with a quiz to test participants’ knowledge of the topics covered.

Deborah Reid, CSR for GemSeal Atlanta, commented, *“I returned from the meeting revitalized as it helped me realize the importance of my position and the impact I have on the company and our customers. I am implementing the procedures and advice I received and look forward to a great growth year!”*

One of the highlights of the training was a team building exercise in which small groups were locked in themed rooms and had to work together to find clues to facilitate a successful escape. Each group’s struggles were shown live on TV monitors, which added to the pressure and increased the fun. A great meal of North Carolina BBQ ended a productive training session.





## Tip the scales in your favor!



At GemSeal®, our striping paints have higher solids, which produces a heavier product that provides greater coverage per gallon.

You'll have less to buy and your clients will have markedly brighter and longer-lasting striping.

**Put us to the challenge and see for yourself.**

**GemSeal**  
PAVEMENT PRODUCTS

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\*New Retail Stores: North Atlanta | North Baltimore | Oklahoma City | Worcester, MA

## PROJECT PROFILE

### Homeowners Can't Curb Their Enthusiasm Over Newly Sealed Pavement!

Extra, extra! Read all about it! A residential community in Trinity, FL, located in Pasco County near Tampa recently benefited from a two-coat application of Black Diamond™ XL.

This high-performance, polymer-modified sealer offers "Xtra Long" durability, superior adhesion to pavement, impressive cohesive strength, unsurpassed elasticity, and improved gas/oil resistance.

Don Wheeler, owner of Zephyr Stripe & Seal, recommended the use of Black Diamond XL to his client and the specification was quickly approved.

Two trucks applied two loads of the sealer using the spray bar method. Don was on site during the entire procedure, which took just five days from start to finish. The community association manager is very pleased with the results.



## COMMUNITY OUTREACH

### GemSeal Supports Local Organizations

As a manufacturing company, being a responsible member of a community means operating safe and clean manufacturing plants and providing career opportunities for our employees. But it goes beyond that. In addition, it means that we help organizations who make life better for people less fortunate. At GemSeal, our company and employees have supported worthy causes such as The Salvation Army, Toys for Tots, the National Multiple Sclerosis Society, and others. The latest organization to gain our support is KinderMourn, based in Charlotte, NC.

KinderMourn provides hope for bereaved parents, grieving children, and teens by offering support and counseling programs, creating awareness of bereavement issues, and empowering the community to effectively assist those who have suffered an unthinkable loss. At KinderMourn, bereaved parents and children have the opportunity to participate in support groups and other counseling programs where they find encouragement and healthy coping skills for dealing with grief after the traumatic loss of a loved one. KinderMourn helps provide hope when it seems like all hope is lost.



Our sponsorship will help enable the 13th Annual HOPE FLOATS Duck Race at the U.S. National Whitewater Center on Sunday, April 30th. Thousands of Charlotteans of all ages will line the banks of the main channel to watch over 15,000 adopted (and adorable), sunglass wearing, rubber duckies brave the rapids towards the finish line. This is a great fundraiser to help a worthwhile cause!

## EMPLOYEE SPOTLIGHT

### 5 Questions with Leo Mongeau

#### 1. Tell us about your industry experience and your current role:

This is my eighth year in the paving industry. Prior to GemSeal, I worked for a distributor of pavement products in their accounting department and eventually transferred into customer service. In 2015 I accepted a great opportunity to work for GemSeal. I am currently enjoying my role as a customer service representative at the One Stop Shop retail store in Worcester, MA.

#### 2. What do you enjoy most about your job and our industry?

Every day presents great variety, which I love. I get to interact with customers from small, mid-sized, and large companies, all with unique specialties. We discuss job specifics including size, scheduling, and location. Each discussion is different and I learn something new from everyone with whom I encounter.

#### 3. What do you think sets GemSeal apart from the competition?

We are consistent in our commitment to provide the very best products and service in the industry. This is evidenced foremost by our diverse selection of sealers; with such variety, our customers have more options for their clients. Furthermore, our employees are highly knowledgeable about all of our pavement products in order to provide the right recommendation for any jobsite. Plus, at all of our GemSeal locations, customers can stock up not only on products, but on equipment and tools as well. We truly provide everything our customers need to get the job done.

#### 4. If there was a movie produced about your life, which actor would play your role and why?

I would select Alan Alda from the series MASH. He was always comical, trying to make everyone laugh. But, when a situation became serious, he could just as easily be disciplined to get the job done.



#### 5. Name three people you admire and why:

Leo Brodeur, my godfather: He gave me great advice—do the best you can, work hard, and be dedicated in your work. Also, keep out of trouble. I almost got them all!

Donald Bradway, my step-son: He has Cerebral Palsy and is confined to a wheelchair. He will be 50 years old and has the most positive attitude of anyone I have ever known. Not a day goes by without him telling someone to “Have A Good Day!” There are plenty of days I wish we all—myself included—had his outlook.

Katie Myers, GemSeal customer service rep in Baltimore: She reminds me of myself when I started in the industry. When she joined GemSeal, she had little knowledge of pavement products. But, in a short amount of time, Katie has impressed me with her dedication, determination, and desire to grow professionally. As a result, she has helped ensure the success of the store and that of her own career.



## EMPLOYEE NEWS

### Anniversaries and Recently Hired Pavement Experts

**Harry Carter**, Regional General Manager, celebrated his 35th year with GemSeal and was presented an award and gift during the National Pavement Expo in February (pictured in center at right).

**Daniel Wirth**, Atlanta Plant Manager, is celebrating his 25th year with GemSeal.

**Robert Carter**, Greensboro Plant Manager, is celebrating his 30th year with GemSeal.

**Haywood Sawyer**, Greensboro Warehouse Manager, celebrated his 82nd birthday in January. If you haven't met Haywood, you need to drop buy and meet the youngest 82-year-old in North Carolina.

**Mitch Eakin** has joined our Memphis facility as site supervisor. Mitch has five years of experience in the asphalt and construction industry and three years in steel manufacturing working in DOT, public, and private sectors. With management and hands-on fabricating and manufacturing skills, he will be a great addition to our team.

**John Kling** has joined our Dallas facility as a new territory sales rep for the North Texas market area. With a long history in the industry, including experience with pavement maintenance products and asphalt emulsions, John is well equipped to acquire new customers and grow sales in Texas.



Mitch Eakin



John Kling

**Feeling blue that it didn't stay black?**

Next time, choose **GemSeal®**. We make our sealers using a precision colloid mill with a higher solids content to deliver greater coverage and pavement protection per gallon as well as non-fading black color. Combine this with regular application of our crack sealants and striping paints to extend the safe usability of your parking lots.

**Trust GemSeal to help you get the results you paid for!**

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**GEM-SEAL®**  
PAVEMENT PRODUCTS

A photograph of GemSeal product packaging. On the left is a cardboard box for 'Hot Applied Crack Sealant' with 'Construction Grade' and 'Weather Resistant' text. On the right is a white bucket of 'Traffic & Zone Marking Paint' with 'Non-Fading' and 'Water Resistant' text. A black applicator tool is partially visible in the foreground.

## REGIONAL NEWS

**Atlanta:** Atlanta is updating our clay silo system. Silo number one, originally installed 32 years ago, is being replaced. Silo number two will be replaced in 2018. The One Stop Shop retail stores in Atlanta and Norcross continue to be busy, and we have seen a lot of interest in Black Diamond and Black Diamond XL. Our agitated drop tankers are ready for the season and awaiting your next big job. Contact 35-year employee Harry Carter at (404) 234-7102 or Cathy or Deborah at (404) 696-7660 if you need anything. Good luck with your spring start!

**Auburn Hills:** Due to heightened demand for Black Diamond, we have ramped up production of this high-performance pavement sealer. The One Stop Shop in Auburn Hills now carries over 850 pavement maintenance products, along with a full line of Cimline melters, Graco striping equipment, and sealcoating equipment. We offer both equipment rental and sales with competitive equipment financing. Please contact Heath Carew at (734) 634-7703 for all equipment and material questions.

**Baltimore:** We recently invested in improvements to both our plant and equipment to ensure the highest level of service and quality. Our One Stop Shop in Rosedale is fully stocked with pavement tools, supplies, equipment, and materials, including bulk sales of both Black Diamond and Fed Spec pavement sealers. Stop by and see Katie for a tour and to stock up for the season. Contact Doug Gensler at (717) 462-3556 for bulk product and equipment sales and demonstrations.

**Boston:** Our new One Stop Shop is now complete in Millbury. We carry a full line of pavement products, tools, and equipment; plus, we have a convenient Easy-In/Easy-Out process for picking up bulk sealer, including Black Diamond and Fed Spec. Contact Leo at (774) 808-7008. Our plant in Millbury now has increased manufacturing and storage capacity to meet heightened demand for Black Diamond and Sand Mix pavement sealers. Contact Job Davis (603) 393-0862 for equipment sales, demonstrations, and all product offerings.

**Chicago:** Our Pavement Maintenance Seminar held on March 7, 2017, was a huge hit! Participants benefited from eight presentations ranging from product application and best practices to DOT regulations (pictured at right). Fifteen exhibits displayed products and equipment, and contractor attendees were able to talk directly with well-informed exhibitor representatives to get their questions answered. At our Franklin Park One Stop Shop, we continue to expand our product offering with many new items for sale, including sealcoat application equipment, stripers, blowers, hot pour crack sealants, and support tools. Stop by or call Domingo, Debby, and Daicy at (847) 678-6220 to stock up for the busy season ahead!

**Dallas:** Our Open House on March 16th was well attended by approximately 70 people. Guests enjoyed free BBQ, demos, friendly conversation, and helpful advice from our staff and vendors. In other news, we are excited to bring new, polymer-modified Black Diamond XL to the Texas market. Rob or Cynthia at the Dallas One Stop Shop (214-333-4343) can assist you with a full line of oil jacketed melters available for rent. If you have questions about products, call Brett Budris at (210) 243-1629 or John Kling at (817) 991-0750.

**Greensboro, NC:** The Greensboro One Stop Shop showroom expansion is almost complete! The plant is also in the process of expanding our raw material liquid storage capacity by 100%. We are ready to grow with you. Call Renee at (336) 854-8200 if you have questions.

**Memphis:** The Memphis location is getting a plant upgrade so we will soon be able to manufacture Fed Spec, PolyTar, and Black Diamond. Contact Bill Wallis at (901) 331-2179; he looks forward to answering your questions and solving your problems. You can also reach Mitch Eakin, our new Memphis site manager, or Ebony Farris, our plant customer service rep, in the One Stop Shop at (901) 775-2585.

**Oklahoma City:** Our Open House held on March 21st was a great success. We were joined by eight vendors who performed equipment demonstrations and dispensed helpful advice. Guests enjoyed free lunch from Big Truck Tacos and sale pricing on many items. Contact Tara or Ken at (405) 200-1992 for more information.

**Tampa:** The season in Florida is showing signs of being one of the best ever based on the strong initial sales activity through the end of March. The plant is very busy making great products. We are also in the process of expanding our One Stop Shop showroom to house new equipment for sale and for rent. Call Carolyn, Chris, or Rob at (813) 630-1695 for information or to schedule your next drop tanker.



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