



Question: *How have using sealcoat additives kept contractors competitive.*

- Additives are used to enhance the properties of sealcoatings. Sealcoating Professionals can use additives as a marketing tool to gain and retain a customer base.
- By adding 10-15% to the material cost, the life of sealcoating can be easily enhanced by 50% or more.

Question: *In what ways have using additives become a necessity not an option?*

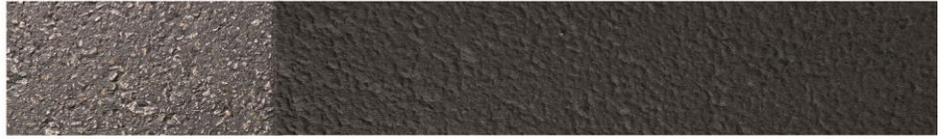
- Sealcoating, like every other product has a certain limitation of protecting the asphalt pavement. Additives can be used to go beyond those limitations and boost sealcoating performance in terms of protection and preservation.
- Performance boosting additives have been around since the inception of sealcoating. Knowing that, Customers as well as Sealcoating Professionals expect nothing but the best.
- Today, with the majority of Sealcoating contractors using additives, it is no longer an option to exclude the use of additive if you are looking to stay competitive within your market area.
- The use of additives becomes imperative while sealcoating in less-than-ideal conditions, e.g. early spring, late fall, nigh time, etc. to ensure optimum drying and cure.

Question: *How have additives saved time and money?*

- In general, use of additives reduces the drying time by 50% or more allowing the sealcoating crew to complete the whole job much faster and move to the next project, thus saving in overhead and labor costs and completion of more sealcoating jobs.
- By using additives, one can substantially improve the life of sealcoating and the asphalt beneath. Meaning, less recurring sealcoating application jobs which reduce the maintenance costs for property managers.

Question: *In what ways do additives make the end result better?*

- Additives can be used to dry sealer faster, get a uniform color, thicken sealer, and provide better flexibility, toughness, fuel and chemical resistance, and increase overall longevity of the sealer.
- Considering the above points, the customer will be willing for sealcoating their property. Contractor can use all these benefits as their selling points for increasing the potential client base.



Question: *What are the top three advantages of additives?*

- Performance improvement
 - Resistance to chemicals, deicing salts, oil, jet fuel etc.
 - Resistance to water and weather elements
 - Improved abrasion resistance, flexibility, and toughness.
- Faster Drying
 - Reduces drying time by 25-30%
 - Ensures uniform drying even under “not-so-ideal” conditions.
- Uniform dry color
 - Under shade or direct sun light
- Sand/aggregate suspension
 - Additives keep sand/aggregate uniformly suspended in the mix, thus eliminating settling in the bottom of the tank. Additionally, additives help distribute sand/aggregate evenly throughout the sealcoating and produce a uniform textured and streak free appearance of the finished job.