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Training Video

Neyra Industries, Inc.

www.neyra.com

NEYRA News

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Issue 7

Having a Customer-First Focus

For contractors and manufactures alike, operating in a seasonal business can cause a feeling of angst revolving around the uncertainty of whether or not customers will return. As the orders begin to come in at Neyra, I am thankful for our loyal customers and friends who have chosen to support our organization. This annual experience reminds me of the importance of being customer-driven, one of Neyra's core values.

Over forty years ago, our founder and my father, Ed Neyra was a paving contractor in search of a manufacturer that had more to offer than just the sealer they sold. He, like many other contractors, was looking for a supplier that offered support, expertise and a business partnership with a common goal – to grow his business. For a company to provide that level of service successfully, it has to establish a "Customer First" focus.

Neyra was founded on the "Customer First" concept and continues to make exceptional customer service one of its top priorities. Many of our customers also cite an intense focus on their customers as a key to their success. For Neyra, being customer-driven requires commitment to four primary elements of customer service.

Constantly Gather Information - The more you know about your customers the better you can meet their needs. Research customers and when meeting, always ask questions that deepen your understanding of their history, needs and goals. This additional knowledge makes selling easier and increases the percentage of prospects that become customers.

Engage with Customers and Build Relationships – Some customers represent a one-time sale but many represent a much larger opportunity. Rather than selling just one job, think long term partnership. Form a relationship based on your understanding of their broader needs or problems and your ability to provide tailored solutions.

Internally Emphasize Customer Retention – It's always easier to sell to your existing customers than cultivate new ones. Loyal and satisfied customers also spread positive word-of-mouth and provide referral sales that are much simpler to close. By contrast, when a customer is lost, a company has to convert even more prospects just to keep revenue flat.

Discuss the Wins and Losses – Get the team together and figure out the details of what happened with a customer or on a specific job. Whether it's in the field performance or somewhere in the bid process, your organization can't learn from successes or mistakes if you don't take the time to examine and discuss what went right or wrong.

In summary, always know your customer, offer value beyond price, understand losses and repeat wins. Thank you to all the customers of Neyra Industries for your continued business. Have a great 2017 sealing season!



Nathan Neyra, President



NPE 2017 - A Success. Thank You.

NATIONAL
PAVEMENT
EXPO 2017TM
NASHVILLE, TENNESSEE / FEBRUARY 1-4

In early February, the Neyra sales team travelled back to Nashville, TN to exhibit at the National Pavement Expo (NPE) 2017.

Each year, Neyra's overall goal for this event is to reach new potential customers, while also connecting with and growing stronger partnerships with our current customers.

NPE 2017 proved to be an extremely successful event with over 600 guests visiting our booth exhibit at the Music City Center as well as hundreds more attending our VIP customer appreciation after hours event at the Wildhorse Saloon.

Prior to the NPE, Neyra also hosted over 50 contractors at our first annual Neyra University (U) event held at the Bridgestone Arena, home of the Nashville Predators professional hockey team.

Neyra's own Regional Vice Presidents, Tony Heffernan and Jeff Cayton, led attendees through our *Sealcoating 101: Is your Crew Ready?* curriculum that educates contractors on a variety of sealcoating topics, including best practices, mix designs, job preparation and much more.

Neyra U is an ongoing education initiative aimed at providing contractors with a comprehensive overview of pavement maintenance best practices, tips and training designed for all levels of sealcoating experience from beginners to new crew members to season



veterans. Stay tuned for more Neyra U learning opportunities in 2017 and 2018.

Neyra would like to thank all of our Neyra U course attendees, NPE booth visitors and those who celebrated with us at the Wild Horse Saloon at our VIP Customer Appreciation After Hours event. We appreciate each of you!

We are extremely excited about the 2017 sealcoating season and the opportunities and partnerships that have resulted from meeting new business

owners and contractors at this year's NPE event.

Neyra looks forward to seeing everyone again at NPE 2018 in Cleveland, OH from February 7-10.

Hundreds Visited Neyra at NPE 2017!



CONGRATULATIONS

Action Asphalt
Maintenance
of Wausau, Wisconsin
for winning Neyra's NPE
2017 Giveaway Prize!
A 10-Gallon Melter and
a Supply of Neyra's
Thermoflex



Kicking Off the Season

Tank Preparation 101

Most contractors are just waking up from their long winter nap when the phone starts to ring. Just then you realize that you backed your sealcoat unit up, unhitched it and walked away.

What do you do now? Time to get dirty.

Hopefully, as the season came to an end, you rinsed out the inside of your tank. By rinsing the tank, you will save yourself time and energy from having to chip the entire unit.

A quick jump in the tank with a putty knife and scoop will get you up and running. Neyra prefers and recommends starting the season with a completely chipped tank. Remember, anything you leave inside the tank will eventually fall into your material. Do your best, and make sure your exit



NEW! South Windsor, CT DC Filling up David Lombardo from Seal Pro.

As for your hoses, replace them. It is a time saver to just replace due to the wear and tear they endure each season. Use water and a shop vacuum to clean the hose reel plumbing. When cleaning your spray wands remember to get all of last year's sealer off the elbow at the end and then inspect or replace it. Spray wands should clean easy. Ball valves will also normally need to be replaced each season.

Engine oils should be changed, and new gas introduced. On Honda brands, remove fuel bowl and clean.

The tank preparation process will cost you at least 4-5 hours of labor and about \$500-600 dollars in parts.

Don't forget to make a note on your calendar to remind yourself to winterize your machine before you put it away at the end of the 2017 sealcoating season. The contractors who do this save themselves a lot of aggravation, time and money. They might even be on that job you were planning to do today.

Work smarter. Welcome to the 2017 season.



Johnston, RI DC Starting the season off strong!

port is completely clean. You also need to ensure that your main ball valve is not cracked. Ball valves should be left open over the winter. If any of your ball valves were closed, replace them. Brass valves are cheap but brittle.

Next, check your plumbing and disconnect what you can to clean. Most sealcoaters use cam locks, which are made of aluminum and easy to crack; however, they are easy to disassemble. Running water through the plumbing and using a shop vacuum can be a great time saver.

For most air diaphragm pump setups, leave the bottom of the pump mounted to the trailer. Then, take the sides and top off for cleaning. The pump must be spotless, so make sure you inspect the ball/seats as well as the diaphragms. If necessary, replace any element of the pump setup that may be damaged.



Dover, DE DC filling up customers in early May!



Discoloration of Cracks

Spring is a time when many **sealcoat contractors** face the challenge of **crack discoloration**.

Sealcoating in the early spring brings many challenges resulting from cool nights, increased rain and parking lots full of sand and salt from winter maintenance. Although everyone is eager to start the season after a long winter and get the dollars rolling in, some caution should be taken when sealcoating during this time.

In the spring, the ground is very wet making it difficult to get work completed. In areas with a high water table, parking lots may stay wet longer than normal, which can create a crack discoloration problem. Crack discoloration is a common issue that arises when water comes up through the pavement where cracks or pavement failure is occurring. As the days get warmer, the sun heats up the pavement and draws the moisture back to the surface.

If you sealcoat a parking lot and notice that the cracks, alligatored areas or low spots in the pavement have a discoloration of the sealer, typically brown, that is due to the sealer re-emulsifying. In other words, the sealer reabsorbs the water. Sealer cannot form its film if there is constant water present. The use of additives can help reduce some staining, but remember this is not a sealer problem, this is a water problem.

White coloring may also be seen in the cracks or white staining on the surface due to salts. These salts are from winter deicers resulting from excessive use of salt on parking lots during the winter months or from natural earth salts coming to the surface known as efflorescence. The white stain is most common on pavements composed of limestone materials and is caused by the leaching of limestone dust from the base materials that lie just beneath the blacktop surface.

When spring rains seep beneath asphalt, they are later pulled back up to the surface by the sun's heat. As the water evaporates, it can leave behind a white or yellow mineral deposit in the cracks or on the

How to Avoid Crack Discoloration

Disruption of the compacted base materials of an asphalt surface is harmful to the structural value of the pavement.

To avoid damage caused by the crack discoloration process, water must be prevented from going underneath the pavement.

Developing a plan for crack sealing and patching failed asphalt as well as a careful evaluation of drainage patterns can minimize the appearance of discoloration and the damage that coincides with its development.

pavement surface. These stains or deposits are usually washed away over time. Typically by fall, most have disappeared. The last thing a contractor wants is to start sealcoating in the spring and not get paid for a job due to discoloration problems or staining on the pavement.

A better approach is to start the season doing repair work to ensure all surfaces are prepared properly and wait for warmer temperatures that are recommended for sealcoating. Education is the key. Even if a customer is pushing to start a job sooner than desired due to the weather conditions, contractors should always talk to the end user about the potential problems that could result in those areas.

This method also creates new opportunities to discuss additional work with the customer, such as crack sealing and patching or the benefits of a complete pavement maintenance plan.

Neyra Opens New Distribution Center Locations

Neyra is excited to report that its continually expanding its network of Neyra Pavement Products distribution center locations to meet the needs of our ever growing customer base.

In early 2017, Neyra opened the doors to its newest Neyra Pavement Products location in South Windsor, CT. Neyra Pavement Products will now serve pickup customers in the South Windsor area in addition to Neyra's manufacturing facility located in South Windsor, CT.

Distribution center customers will be able to purchase Neyra's premium line of pavement maintenance and surfacing solution products and participate in the

location's monthly promotions aimed at saving contractors cents off per gallon as well as other product discounts.

This expansion will provide South Windsor contractors with an even greater level of service and support through the increased resources of the Neyra family of companies as well as the vast expertise of our staff.

Neyra products are also now available for pickup in Trenton, NJ, Rochelle Park, NJ, Summersville, WV, and Chester, NY.

To locate a Neyra location closest to you, visit www.neyra.com/locations.



Neyra University DC Open Houses Recap

A core value of Neyra Industries has always been being "Customer-Driven", and one part of this focus is to always educate our customers and partner with them in growing their businesses.

To support this notion, Neyra has been implementing a new education initiative throughout 2017 - Neyra University (U). Neyra U is a training platform focused on providing our customers with ongoing educational opportunities and access to resources to grow the knowledge and expertise.

Neyra University program throughout the 2017 and 2018 seasons. For more information about upcoming Neyra U offerings, visit www.neyra.com/neyrauniversity.



In addition to the Neyra U seminar held in conjunction with the NPE 2017 event, many Neyra Pavement Products distribution center locations offered Neyra U as part of their open houses to launch the 2017 season.

Attendance to the Neyra U events were overwhelmingly successful and feedback extremely positive. We hope to continue to host and grow the



LOOK WHAT'S NEW

NEYRA *Training*

NEW Spot Tanker Training Video

Neyra is proud to introduce our newest video, Spot Tanker Training, added to our Neyra Training series that is now available to our customers via our website's Resources page and YouTube.

Job site tankers are valuable assets to our customers and Neyra Industries. This NEW! video will help your team follow all necessary safety precautions and operating procedures when operating a job site tanker.

The Neyra Training Series consists of videos that highlight topics ranging from mix design and safety to application and project follow-up.

Each video is only a few minutes in length to allow your crew to watch and get back on the job as quickly as possible.

These videos are available to our customers to use for ongoing employee training and education. The tutorials are geared toward beginner sealcoaters and those in

the industry who may desire a little refresher on best practices.

These training videos are just one element of Neyra's online training tools made available to help aid our customers achieve the highest quality of pavement maintenance.

To view more training videos, visit www.neyra.com/resources/videos.

If you have an idea for a future training video, please email us at customerservice@neyra.com.



AT NEYRA IN 2017



Diamond Shield Now Available

In April, Neyra announced that it is now a national distributor of the Diamond Shield Fortifier (DSF) additive. Now available at select Neyra Pavement Products distribution center locations as well as for bulk customer shipments, Diamond Shield Fortifier is an "Active-Cure" additive for the Neyra Force pavement sealer.

DSF provides "Ultimate Sand Suspension" allowing for quicker drying times while creating a rich, black durable surface. This fast drying technology enhances sealcoat performance and creates a coating that is more resistant to higher traffic loads and scuffing. It is especially recommended in applications where initial toughness is critical due to high traffic volume and the need for immediate use of the pavement.

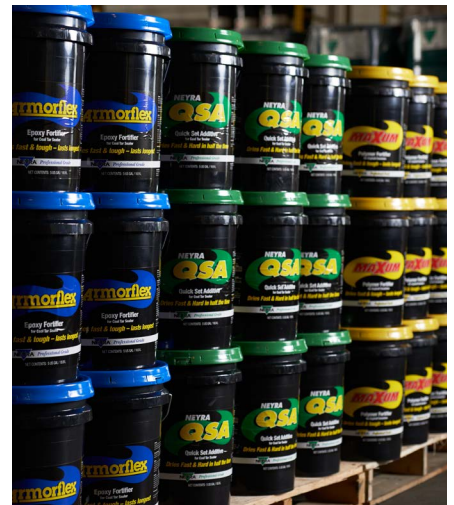
Contact your local Neyra location to check availability near you!

New Customer Promotions

Throughout the year, Neyra will be offering unique customer promotions at all of our Neyra Pavement Product distribution centers as well as for our bulk customers. Many of these promotions include valuable discounts on Neyra's premium lines of sealcoat, additives and hot pour. To learn more about these monthly promotions, contact your local Neyra Representative or sign up for our newsletter mailings on our website by clicking on the "Email Signup" or "Contact Us" links and submitting your contact information, so you can be included on all upcoming promotional emails.

DON'T MISS OUT!

At Neyra, we respect your right to privacy, and we understand that you need to be in control of your personal information. Neyra does not sell, rent, swap or otherwise disclose any of your information.



Customer Comments

"We just finished up sealing at UGA during their spring break. This material is unbelievable. It dries and cures black, not 50 shades of brown and grey, even in cool weather!! Our hats are off to the Neyra folks."

- Sam Garrett, Garrett Paving Company

"I was just wanting to let you know how thankful I am for the sealer I purchased from you yesterday. By far the best sealer I've ever used and best visit to any sealer manufacturing plant I've had. I know where I will be getting my sealer from now on. Thank you"

- Andy Bath, Alpha Sealcoating

"Neyra Force is the absolute BEST sealer we have ever used!"

- Darren Ridenour, Got Asphalt, Inc.

Neyra Gives Back

As a family-owned and operated company, Neyra Industries makes our social responsibility a priority in our annual business strategy. Through a mission to inspire people and have a positive impact on the organizations we serve, Neyra partners with our customers to give back to a variety of community service organizations and local charities. Neyra also has many employees who devote their time and efforts to give back to the communities we serve.

“Our giving reflects not only our corporate values, but our personal values,” comments Nathan Neyra. “Our employees extend Neyra’s core values to their own community involvement.”

Gary Meyer, Vice President of Finance who has been with Neyra for over 35 years, volunteers with his family at the Freestore Foodbank of Cincinnati. Earlier this year, the Meyer family spent their time working with the organization’s Power Pack program, which provides a bag of nutritious food given to students at neighborhood schools to ensure they have something to eat over the weekends when not at school.

Neyra is proud of its employees’ efforts and passion to give back!



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www.neyra.com

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