

indus

Sample Social Posts

Organic Fog Seal Rejuvenator

Short Post Copy:

How do we keep good roads in good condition longer and still hit our sustainability goals? With a cost-effective organic fog seal rejuvenator.

Long Post Copy:

Where do we look for a cost-effective way to keep good roads in good condition for longer? Easy. An organic fog seal rejuvenator.

When this organic, plant-based asphalt emulsion is sprayed directly onto existing pavement, it works its way into minor cracks and surface voids to seal and protect.

This slows the oxidation of an existing surface, and in turn, its aging. We use it to extend the life of our roads by an additional 2 to 4 years. Plus, rejuvenators can improve the safety of our roads by improving the contacts between pavement and road markings.

When we need an extra level of protection at minimal expense, a fog seal rejuvenator really delivers.



Asphaltic Fog Seal

Short Post Copy:

By using an asphaltic fog seal rejuvenator, we're keeping our good roads in good condition for longer. And at a lower cost.

Long Post Copy:

Simple. Low cost. And effective. Asphaltic fog seal rejuvenator has got it all.

By sealing minor cracks and addressing oxidation, this pavement preservation technique can extend the life of roads by an additional 2 to 4 years.

When this asphalt emulsion is sprayed directly onto existing pavement, it works its way into cracks and surface voids to seal and protect.

Applied correctly, it can slow the aging of an existing surface. Plus, rejuvenators can the safety of our roads by improving the contacts between pavement and road markings.

When we need an extra level of protection at minimal expense, an asphaltic fog seal rejuvenator really delivers.



Crack Seal

Sample Post Copy:

We're fighting back against any cracks. A simple crack seal can extend the life of our roads by 5 years.

Long Post Copy:

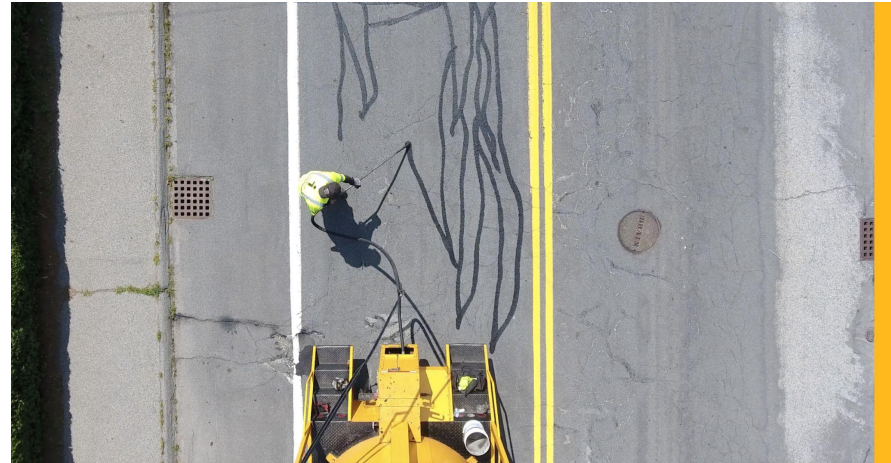
Nobody likes cracks in the road. A crack seal is how we fight back.

When addressed quickly and efficiently, this simple treatment can prevent more serious issues from happening down the road.

By placing a mixture of asphalt cement and reinforcing fibers in and over the crack, we prevent more moisture from making the crack worse.

The best part? Once a crack is sealed, that road can reopen quickly and get you and other drivers back on the go.

It's the most cost-effective way to prevent road deterioration from happening faster and can extend road life by 2 to 5 years.



Hot-Applied Mastics

Sample Post Copy:

By providing a waterproof, air-tight seal, we use hot-applied mastics to solve a wide variety of pavement problems.

Long Post Copy:

Pavement problems come in all shapes and sizes. But thanks to hot-applied mastics, we have a solve for them all.

Made with a blend of high-performance asphalt binder and engineered aggregates, this treatment can be used in a wide variety ways to stop the negative effects of moisture and restore overall ride quality.

By creating a waterproof, air-tight seal in the areas where applied, hot-applied mastics keep roads more prepared for whatever the elements bring their way.

Asphalt. Concrete. Across a wide range of temperatures. Almost anywhere a road in our community needs help, hot-applied mastics can deliver a long-lasting solution.



Micro Surfacing

Sample Post Copy:

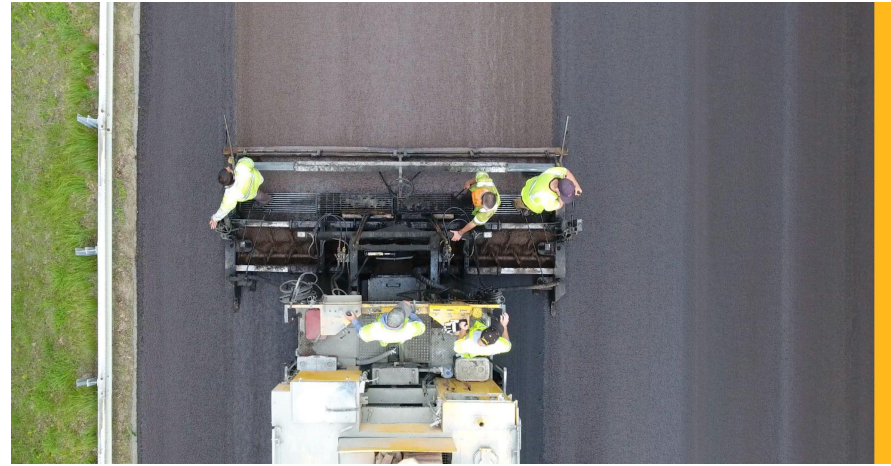
Micro surfacing extends road life at a low-impact to you. With lower costs, reduced energy use, and quick return to traffic, everybody benefits.

Long Post Copy:

Small name. Big benefits. Micro surfacing can deliver real impact for our roads.

Designed to help roads already in good condition, this treatment is one of the most economical ways to extend service life before serious deterioration occurs. But longevity is just one positive. Micro surfacing helps us improve skid resistance, moisture intrusion, and even the overall appearance of the road. And it does it all while using less energy and raw materials.

With a quick return to traffic after treatment, micro surfacing makes sure everybody benefits.



Cape Seal

Post Copy:

For our roads that need a comprehensive facelift, cape seal does the job with minimal effects on traffic.

Long Post Copy:

Some pavement preservation techniques improve longevity. Others improve aesthetics. When we need the best of both worlds, cape seal delivers.

By combining the benefits of chip seal and micro surfacing, we give roads a comprehensive facelift that can add a decade of new life with only minimal effects on traffic. Sealing cracks from extra moisture and oxidation keeps the road in good shape under the surface. And a smooth, uniform finish help the road look better on the surface.

When we need to improve roads in fair to moderate condition, cape seal gets the job done in more ways than one.



Cold In-Place Recycling

Post Copy:

Even if a road is in bad condition, it can still be useful. Through cold in-place recycling, we use existing material in this cost-effective, long-lasting technique.

Long Post Copy:

Don't judge a road by its potholes. With cold in-place recycling, even bad material can still be useful.

By taking existing pavement and recycling it using this cost-effective, long-lasting technique, we can save up to half the cost of traditional total road reconstruction methods. Using all of that existing material also lowers greenhouse gas emissions by up to 90%. It all helps extend road life by 15 to 20 years.

Faster construction times. Less energy use. And more savings. When we need a total reconstruction, cold in-place recycling is the way to go.



Paver-Placed Stabilized Full Depth Reclamation

Post Copy:

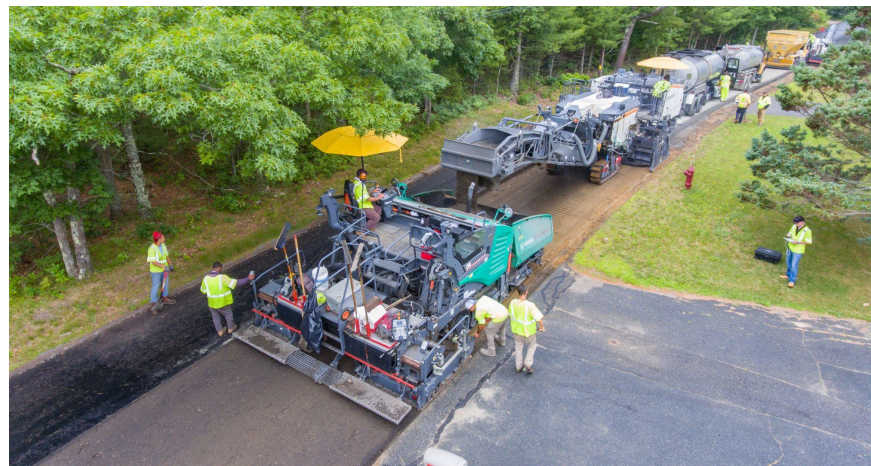
When a road needs total reconstruction, paver-placed stabilized full-depth reclamation does the job — with reduced greenhouse gas emissions and traffic disruption.

Long Post Copy:

When preservation is no longer an option, there's still a place to turn: paver-placed stabilized full depth reclamation.

This total reconstruction treatment recycles existing pavement with performance additives. And by doing so in one continuous process, we allow the road to remain open to traffic. Reducing traffic disruptions and project duration also reduces greenhouse gas emissions by up to 60%.

If we need to re-do a road, there's no better option for the planet, people, and the bottom line.



High-Friction Surfacing

Post Copy:

The contrasting colors and skid resistance of high-friction surfacing keep everyone in our community — from drivers to cyclists and more — safe.

Long Post Copy:

From skid resistance to high visibility, high-friction surfacing makes more safety a reality.

By reducing skidding in curves and intersections, drivers can be safer behind the wheel. Contrasting colors help calm traffic in pedestrian crosswalks. And install is rapid with quick-curing binders. Plus, it lasts for up to 10 years.

Adding a little more color to the roads in our community won't just brighten our days. It can help make us all safe.



Overall Pavement Preservation

Post Copy:

The more we take care of our roads, the better shape they'll be in for the long-term. Every project we work on helps smooth the road ahead.

Long Post Copy:

Death. Taxes. And asphalt deterioration. They're all certain in life. Good thing for pavement preservation.

The more we take care of our roads along the way, the better shape they'll stay in over the long-term. It starts with small treatments: even sealing little cracks can have a big impact on overall road health. From cape seals to hot-applied mastics to micro surfacing, applying the right treatment on the right road at the right time is the best way to make sure everyone in our community keeps moving forward.

A little work now goes a long way towards a smooth road ahead.

