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It's Game Time



Neyra Gives Back



Teamwork

Neyra Industries, Inc.

www.neyra.com

NEYRA *News*

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Issue 5

CONTRACTOR TIPS

Be Aware of the Weather
Use the DAF Scale

The pavement maintenance industry heavily depends on the weather. Every contractor needs to be prepared and aware of the weather conditions that could affect the success of a product's performance as well as your customer's satisfaction.

If there is rain in the forecast, experienced contractors won't take the chance of starting a job, since the sealer could get washed away. Time, money and quality are important to every business owner and property manager. When sealer is applied in less than ideal conditions, a considerable amount of time, material and money could be wasted as well as the contractor's reputation damaged.

To determine whether climate conditions are fitting for sealcoating, contractors must be aware of the projected temperature, chance of rain, humidity, wind and sun exposure. One of the best ways to be prepared is to utilize the DAF Scale – a helpful tool in determining the optimal weather conditions to apply sealer. The industry's only weather-based indicator scale tracks local forecasts to assist contractors establish the best days and times for sealer application.

To utilize the DAF Scale, visit www.neyra.com and click on the Resources link.

Winning the Season

As Memorial Day comes and goes, the sealer season is fully underway. Jobs are coming in and your sales and marketing efforts in the off-season are beginning to payoff.

There are many factors that affect our customers' success each sealcoating season. The obvious key ingredients to customer satisfaction in the field are utilizing the correct mix designs and proper application for each project respectively. However, everyone knows asphalt maintenance is a highly competitive industry, so contractors must find ways to go above and beyond to stand out from their competitors.

Neyra has learned that one of the easiest ways to separate yourself from the competition is through not only providing quality work but doing so with a well-trained, professional crew. Yes, sealcoating is dirty work but having clean trucks and crews in uniforms sets your professionalism apart from the other guys. Experienced crew leaders are the invaluable backbone to your operation and a solid team behind them will ensure success.

To reinforce their focus on professionalism, many of our customers have daily team meetings or huddles to quickly communicate the objectives for the day and remind everyone about the importance of appearance, efficiency and doing the job right the first time. One of our customers makes it a point for the crew leader to walk the job site after completion to make sure no trash was left behind and picking up anything they see even if it isn't theirs. They believe in leaving the project looking better than they found it. Goal setting is another mechanism our customers use which they tie back to a financial reward for their crews as part of a pay-for-performance program.

To increase your success, Neyra is ready and available to assist you with any crew training or education seminars. We can cover everything from professionalism, mix design, application and job site efficiency and get you NEYRA CERTIFIED!



Nathan Neyra, President

IT'S GAME TIME

Before dreams there comes something else – INSPIRATION. It can come in many different forms and from many different places. But one thing is certain, inspiration always precedes a dream.

Athletes find inspiration in the process of training and admire the work that other athletes are willing to put in. It is not the end result they applaud as much as appreciating the amount of discipline and training that went into obtaining that result. For all but a select few, we will never know what it is like

Many have already viewed Neyra's motivational season opener Game Time video. If you haven't yet, you really need to do so ASAP – It's a must see! And just like all of those famous and awe inspiring sports movies, Neyra wants to motivate and challenge our customers to continue to strive for their best and grow their business. To do that, you have to partner with the best and put a plan in place. It is not enough just to want to work hard, you have to work hard on the right things at the right

inspiration and start dreaming in 2016 and beyond. Don't be afraid to think big and aim high. Then take the time to create the roadmap that will take you where you want to go.

Remember: If you need any planning guidance, Neyra offers our customers business development and operations consulting services. Neyra prides itself as being the contractor's manufacturing. Starting as a contractor himself, Ed Neyra, Founder of Neyra Industries, created this unique perspective and



to win an Olympic medal, or the Boston Marathon, but we know what it is like to set a goal, outline a plan, train daily and give it our all.

It's Game Time – Neyra Industries understands that you and your team put forth this same type of training and discipline to meet the demanding needs of your customers, and we are here to support your efforts and equip you with the highest quality products and committed service to help you grow and succeed.

time. The journey has to be tailored to your strengths, needs, limitations and be oriented towards your goals. If it is not, then you end up spending a lot time working hard, but ultimately relying more on luck than preparation.

When you set out your goals you know the work that it will take to meet them, and that is what drives athletes. It is only through the planning and the rigors of training that we can find out just how far we can go, just how big we can dream. So once again it is time to look for

reliable access to on-the-job experience that maintains a consistent connection to the dual needs of the property owner and the contractor. Our industry expertise is derived from incorporating every possible point-of-view.

Get started now. It's Game Time.

Kicking Off the Season

“Excellence is never an accident; it is the result of high intention, sincere effort, intelligent direction, skillful execution and the vision to see obstacles as opportunities.”

It's time again for our tanks to be on the road, employees to be processing orders and sealcoat to be applied on weathered asphalt pavement. In 2016, Neyra is going strong and ready to meet our



First load out of Trenton, NJ Plant
From left to right: Neyra employees, Seth Woodruff, Jor-el Santiago, Roy Anderson, Anna Davenport and George Woehler



First load out of Hutto, TX Plant
Neyra employees, Greg Fister and Jason Valdez with Kenan employees, Scott Neyman, Bryan Kindred and Ronnie Welch

have confidence that your team members are inspired coming out of gate, full of ideas and have a desire to succeed on every customer project.

If during the upcoming months you need any additional support or services from Neyra, please reach out to your Neyra Representative or support team. Always remember that Neyra is more than just a manufacturer of superior paving products and surfacing solutions...

WE ARE YOUR BUSINESS PARTNER

customer's needs throughout the sealcoating season. Although we are excited to welcome many new team members and additional locations, Neyra customers can rest assured that they will receive the same premium quality products and exceptional customer service that they have become accustomed to for the last 40 years.

At Neyra, we view our customers as family and collaborators with unique insights that can only come from cultivated relationships and trusted business partnerships. As you kick off your season, Neyra hopes your team has all the energy, excitement, and potential of the opening salvo of the Super Bowl, as we do. We



Opening Day at Johnston, RI Distribution Center
Charlie Stanley, Neyra Distribution Center Manager, with his customer D&D Sealcoating

Neyra Gives Back: Norwood View Elementary

Neyra joined a distinguished list of local businesses throughout Greater Cincinnati who participated in the Adopt-A-Class program in partnership with the Miller-Valentine Group. With a mission to connect inner-city youth and local businesses through mentorship, Adopt-A-Class worked with Ms. Maglecic's 5th grade students at Norwood View Elementary to rehab their existing playground and community spaces.

With the scope of work identified, the playground improvement project, named "Warriors in Motion", was implemented. Miller-Valentine Group led the efforts and received time and material donations or discounts from many companies and organizations. According to Janine Knue and Elizabeth Mangan, Captains of the Adopt-A-Class team, "Seeing the excitement in the children's eyes as we got closer and closer to the project completion was priceless. These students need to know that their ideas

and hard work are going to leave a legacy for their friends, siblings, and community to enjoy for years to come."

The playground project involved the resurfacing of the playground space, installing two GaGa Pits, installing new basketball hoops, adding water fountains, creating a shaded shelter area,



and repainting the exterior of the tunnel and courtyard on the lower level of the school building. Construction for the playground began in late March and continued throughout the month of April. The playground, tunnel and courtyard renovations were all completed at no cost to Norwood View Elementary.

Neyra Partners with Southwestern Ohio

Among the exceptional businesses that donated their time and services to the Norwood View Elementary Adopt-A-School project was Southwestern Ohio Services, a long-time customer of Neyra Industries.

Since 1992, Southwestern Ohio Services has relied on Neyra's premium product line. "The Miller-Valentine group asked us to participate in their Norwood View Elementary project," comments Laura Hrnyak, owner of Southwestern Ohio Services. "I knew it was an amazing cause and was overjoyed that we could contribute and partner with Neyra to provide the playground with a durable, long-lasting and visual appealing surface."

Southwestern Ohio Services donated the time and labor to sealcoat and strip the playground area. Neyra also contributed donated materials and was a featured sponsor for the community project. Southwestern Ohio Services community involvement represents a shining example of Neyra's Corporate Purpose: To inspire people and have a positive impact on the organizations we serve.



Espirit de Corps: Teamwork

How would you define teamwork, fellowship or esprit de corps? To Neyra, it is the sense of unity and enthusiasm for a common interest or goal that is developed among a group of people associated with one another. More importantly, it is the glue which keeps a team together and a bond which promotes strength, unity, reliability and support.



Teamwork is also the function of a team that enables smooth and progressive movement towards goals and creates momentum that helps teams overcome challenges. The benefits of effective teamwork synergies are essential for the effective management of resources. It promotes the concept that the sum is greater than the parts. Properly managed, teamwork maximizes strengths, bringing out the best in each team member as well as the team as a whole unit.

Those organizations that encourage teamwork also support a more empowered way of working, removing obstacles which may prevent someone from doing their job efficiently. When applied correctly, teamwork promotes flatter and leaner structures, encourages multi-disciplinary work and fosters flexibility and responsiveness.

Most importantly, teamwork stimulates the sense of achievement, equity and camaraderie, which is essential for a motivated workplace. To put it simply, teamwork is a better way to work!

In the workplace, there are several ways in which teamwork is important and vital to the success of a company and to the development of employees. Understanding these important elements is essential to encouraging team growth in a professional environment.

Efficiency: Strong teams develop

systems that allow them to complete tasks efficiently and quickly. When a task is handed to a well-trained team, the team's work pace assures that the task will be completed quickly and accurately. This allows the company to take on more work and generate more revenue without having to add staff.

Delegation and Accountability: A team that works well together understands the strengths and weaknesses of each team member. Teamwork in the workplace allows team leaders and members to become proficient at dividing up and delegating tasks so they are done by the most qualified people.

Innovation: Teams meet to discuss how to solve company problems. When a team works well together, it allows employees to feel more comfortable in offering suggestions. Team members become accustomed to processing new ideas, and the company benefits from the variety of suggestions that result from these

interactions.

Support: All workplaces face a variety of challenges every day. A strong team environment can act as a support mechanism for employees. Team members come to rely on each other and trust each other while also helping to improve each other's performance. These connections are

important when a team

faces a difficult challenge or unexpected change.

At Neyra Industries, teamwork is at the core of our business. We could not operate successfully or provide our customers with the products or services we offer without strong teamwork among our employees. We know that teamwork within our workplace not only benefits our staff but also positively and significantly affects our customers and overall business.

“Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved.”



LOOK WHAT'S NEW

Neyra Acquires Seal Coat Supply and Adds Three New Locations

In February 2016, Neyra was excited to announce the addition of three new distribution center locations in Delaware through the acquisition of Seal Coat Supply, Inc.

Neyra Pavement Products will now serve the Dover, New Castle and Georgetown areas with its premium line of pavement maintenance and surfacing solution products. This acquisition will provide our Delaware customers 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

“No business that has failed to grow has ever been able to maintain excellence over time.”

operations and sales staff.

Neyra Pavement Products network of distribution centers continues to grow to meet the needs of our consumer base. To learn more about these new Delaware locations, please contact your Neyra sales representative or call 302-312-3160.

For a complete list of our distribution center locations, visit www.neyra.com and click on

Locations.

Customers can also view and purchase a selection of Seal Coat Supply's product line online through their ecommerce website available at www.sealcoatsupplyinc.com.



From Left to Right: Doug Oliver, Neyra VP of Operations, Mark Buckson, Previous Owner of Seal Coat Supply, Inc. and Randy Lee, Neyra VP of Sales

AT NEYRA IN 2016

Franklin Paint

Franklin Paint Now Available

In April, Neyra introduced its new product offering available at select Neyra Pavement Products distribution center locations in partnership with Franklin Paint Company. Since 1946, Franklin Paint has manufactured high-quality paint products and distributed them both nationally and internationally. Neyra will be carrying Franklin's Hydrophast line of premium striping and marking paint in a variety of colors.

Hydrophast™ is a lead free, VOC compliant fast drying, 100% acrylic waterborne traffic paint. Conforming to most state & federal specifications, Hydrophast can be used on bituminous, Portland cement and concrete pavements, as well as various sealcoat applications. Neyra added Hydrophast to its exceptional product offerings due to its fast drying, no clogging and superior coverage characteristics.

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

"I would like to take a minute and express my sincere thanks for taking the time and pointing me in the right direction. Your VP of Sales, Randy Lee connected me with the Neyra distributor that I needed and who spent over two hours of their time explaining the sealcoat business to my wife and I. We will sure repay the favor and be loyal customers for as long as we operate our business." - 180Sealcoating & Striping, Rockland, ME

"The reason for my email is to bring to your attention the OUTSTANDING customer service experience I was given by Ronnie and the other gentleman working at your Dover location. They both went above and beyond what their job calls for to ensure that I was happy with my purchase...I cannot thank you enough for having such outstanding employees. These guys are GREAT!"

- The Seal Team, Marmora, NJ

NEYRA *Training*

Back by popular demand, Neyra Industries presents Neyra Training - a series of training videos for our customers to use for ongoing employee training and education. These tutorials are geared toward beginner sealcoaters and those in the industry who may desire a little refresher on best practices.

The Neyra Training Series consists of seven 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.

Neyra has been in the business of protecting and beautifying parking lots, driveways and playing surfaces for more than four decades. We've learned that even our unparalleled quality control and dedication to continuous improvements just aren't enough to ensure product performance from climate to climate and coast to coast. That's why training is one of our most important and vigorous endeavors.

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

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



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www.neyra.com

For more information, please contact Neyra Industries, Inc. at customerservice@neyra.com or 1-800-543-7077.
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