

# PLUS> NEYRA FORUM ROUNDTABLE DISCUSSIONS

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Neyra Force



Why Sealcoat?  
Pavement Magazine



Neyra Training  
Now Available

Neyra Industries, Inc.

[www.neyra.com](http://www.neyra.com)

# NEYRA News

Spring 2015

Issue 3

## CONTRACTOR TIPS

### Applicator Tank Management

To ensure your tank sprays properly to start the season, follow the steps below:

If your tank has been chipped out over the winter, put approximately 50 gallons of water in it and make sure your screener basket is clean.

Turn on your compressor and ready the system and start to spray. Spray all the water out of the wand without a spray tip on it.

When the water is gone, check and clean your strainer basket. Then put a new spray tip on the wand and add about 20 gallons of water to the tank and spray that out as well. Again clean out the strainer basket.

If you don't have any clogs in the tip, you are ready to put sealer in your tank and go to work. If you do still have clogs, repeat the process.

\*Always remember to flush the pump with water at the end of the day. It only takes 2-3 gallons of water.

By Tony Heffernan

Neyra Regional Sales Manager  
and Cofounder of T & K Asphalt



# NEYRA

## Celebrating 40 Years

Spring can be such a time of anxiety for sealcoating contractors and manufacturers alike. Questions like when will the weather break, when will the phone start ringing and when will they sign that bid, keep us on pins and needles. As the season slowly commences, I am optimistic this will be an extremely good year for the pavement maintenance industry.

The Neyra Team holds fast to the belief that we are the contractor's manufacturer. After all, our existence did begin as a paving and sealing contractor. In 1975, out of a need for better products and greater customer support, Neyra Industries was founded. We take the idea of partnering with our customers to heart because we understand firsthand what contractors need.

Neyra's core value of Customer Driven has lead us to offer more than just pavement maintenance products. Beyond our products we offer business consultation and assistance with training, marketing, finance and operational issues.

This partnership also means a continual commitment to bring the most innovative products to market. This year we are proud to offer a new non-coal tar product, Neyra Force. Greg Houser, Vice President of Research and Development has worked for several years creating this product and conducting field trials. In 2014 we saw the full-scale production of over 500,000 gallons of this new product applied. After a very harsh winter we are very proud of the results.

The Neyra team is grateful to have lasting customers and enduring friendships in this industry.



Nathan Neyra, President

# NEYRA FORCE

## Introducing Neyra Force

Neyra Industries is excited to introduce the newest asphalt pavement sealer in its expanding product line – Neyra Force.

Neyra Force is a water-based, petroleum resin sealer that outperforms traditional pavement sealers. While providing the benefits of a coal tar sealer, Neyra Force is environmentally friendly and safe for employees to apply.

Neyra Force offers customers the following features:

**A Premium Alternative:** Neyra Force is a high performance alternative to both coal tar and asphalt emulsion sealers providing exceptional coverage, durability and color stability.

**Durable & Long Lasting:** Proprietary engineered resin is formulated to create tough and long



lasting protection.

**Protects & Beautifies:** A tight seal forms an impenetrable barrier to protect against the destructive effects of sun, oxidation, water and chemicals, giving pavement a jet black color.

**Gas & Oil Resistant:** Resists damage caused by gasoline, oil jet fuel

leaks and spills.

**Environmentally Friendly:** A low VOC, non-flammable coating that contains NO coal tar.

**Cool Weather Formula**

**Available:** Engineered to perform at temperatures as low as 40°F.

Neyra Force joins Neyra's other well-known pavement sealers, including Tarconite, PaveShield, SunShield and Jennite, giving the company the largest selection of premium pavement maintenance products in the industry.

Neyra Force is available at selected Neyra plants and distribution centers during the 2015 sealcoating season.

Contact your local Neyra Sales Representative for more information about Force and other Neyra products or visit [www.neyra.com](http://www.neyra.com).



# Neyra Featured in Pavement Magazine's "Why Sealcoat"



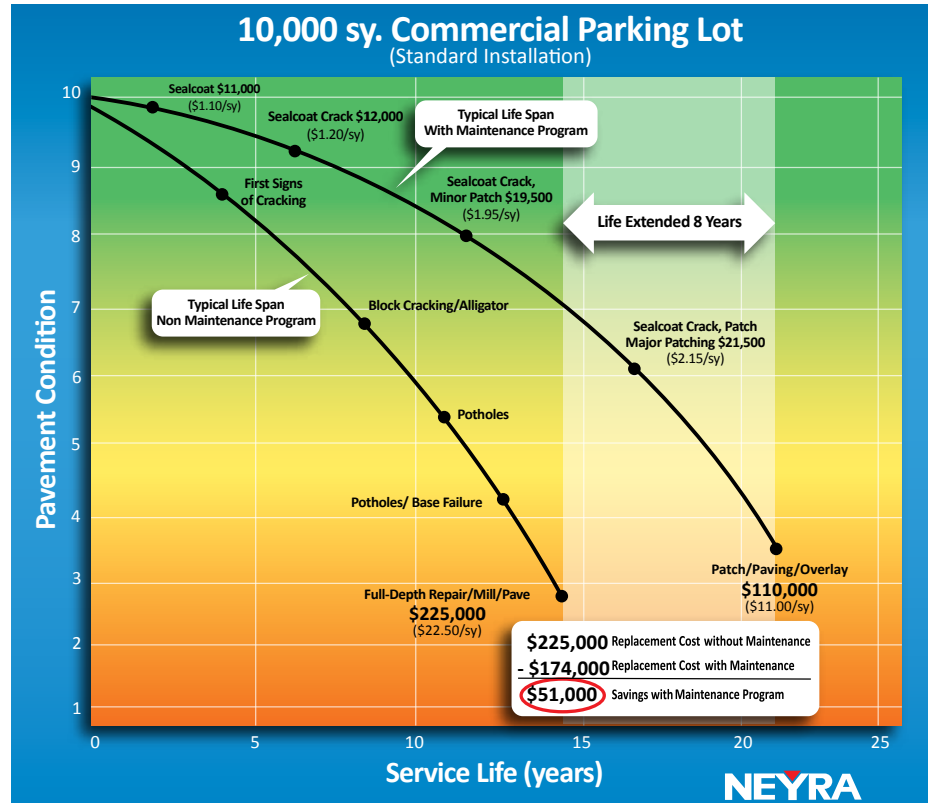
Neyra Industries, Inc. was featured in the March/April 2015 issue of Pavement Magazine in the article *Why Sealcoat?*. Beginning on page 16 of the printed publication, this article highlights how sealcoating preserves, protects and extends the life of asphalt pavement.

"Sealcoating is essential in pavement preservation and extending the life of your asphalt pavement," says Greg House, Vice President of Research and Development for Neyra. "There are many benefits of sealcoating asphalt, including improving visual aesthetics, resisting oxidation from the sun, replacing eroded surfaces, extending the life and optimizing the overall value of asphalt pavement."

Many other industry experts are quoted throughout the article providing tips on when and how to apply sealer as well as

information on the value of additives. Neyra's proprietary "Service Life" chart was also included in the article displaying the cost savings that result from having an ongoing pavement maintenance program.

This article is a great resource for everyone in the pavement maintenance industry. Check out the complete article on our website under the "News" link in the upper right hand corner of the [www.neyra.com](http://www.neyra.com) home page.



## Neyra Partnering with City

During the 2015 season, Neyra is partnering with the Cincinnati Recreation Commission (CRC) and City of Cincinnati to beautify some local city parks and neighborhood streets with new athletic surfacing and roadway sealant.

Donating products and services to local municipalities and surrounding communities is a great way to increase brand awareness and generate new partnerships and business opportunities.

Corporate sponsorships or support help maintain community

resources and increase public awareness of your business and its generous giving.

Neyra hopes these new ventures will create great visibility for the company while providing a unique opportunity to truly give back to the community and showcase the partnership between Neyra and the City of Cincinnati and CRC.

Consider reaching out to

your local community groups to see how you can help by donating your products, services or time.



Oakley Tennis and Basketball Courts Before Picture. Work to be completed in the Summer of 2015.



Establish formal training programs to show investment in staff and create better employees, higher morale.



Develop an apprenticeship or shadowing program. Partner new employees with veterans.

## Forum Roundtable Discussions

After each Neyra National Forum event, we hear overwhelming feedback regarding how helpful and productive the Roundtable portion of our event agenda is for our guests. As a result, we wanted to share with all of our customers some brief highlights from the 2015 Forum Roundtables.

This year's event focused on three main roundtable topics that were submitted to us by our attendees. These topics included the following: Human Resources, Training and Marketing.

If you would like to receive the full transcript from our most recent roundtables, please contact your Neyra Representative or email us at [customerservice@neyra.com](mailto:customerservice@neyra.com).

### Marketing Tips

- Make sure you first know your market and company's value proposition. Analyze your target markets' wants and needs with your sales people. Define who you want to target, when, where, how much and with what messaging.
- Printed directories: Don't pay for phone books ads or listings, but make sure you take advantage of ALL free listings.
- Online directories: Make sure you are on all online directories to increase exposure and SEO.
- Website: A productive website is essential. It gives credibility. Make sure it is dynamic with

updated images and content, Promote a call to action. Link to other websites. Always have analytics tied to your website, such as Google Analytics, which is a free service.

- Professional and Community Organizations: Joining larger national organization/networks can be effective.
- Conduct Lunch & Learns to educate new markets.
- Direct Mailings: If you have contacts both email and mail, develop an ongoing marketing campaign to reach them.
- Utilize a Customer Relationship Management Systems (CRM)
- Creative – Be Different.
- Promote a good image and think about branding at all times.



From the Neyra Team

Thank You to Those Who Attended the 2015 Neyra National Forum



Bring in vendors to do demonstrations and always make safety training a priority.



Survey employees and find out their competencies. Train based on their weaknesses.



## Recruiting

- Create an incentive plan to market to new candidates.
- Develop written hire protocol and hierarchy of hiring priorities.
- Systemize and standardize an official hiring process.
- Create incentive programs for referrals.
- Keep good employees happy.
- Hypervigilant training efforts at beginning and throughout season.
- Advertise open positions in the right mediums.
- Screen potential candidates: Always conduct drug test, background check and implement a 90-day probation period – after period eligible for all benefits.

## Effective Sales Teams

- Analyze all commission Options: Salary ONLY, 100% commission, commission based on gross margin, salary + bonus structure, bonus based on 1 – 4% of company profit.
- Tiered Compensation Model: Based salary based on experience and tiered based on sales.
- During slower times, add in more commission opportunities – 105% of commission if meet certain requirements.
- Make salespeople an integral part of the collections process: creates accountability and provides constant connection with customers.
- Other Benefits or Incentives including: fuel card or car allowance, match on 401-k.



## Standard Procedures

- Establish a formal review process and document all steps.
- Have your employees evaluate themselves first.
- Ask employees what are their job responsibilities.
- Management should discuss with employee the differences between the employee's review and manager's viewpoints.
- Always set goals and expectations for employees.
- Focus on positive reinforcement.
- Use reviews as a means to give raises and promote career development opportunities.
- Employee discipline should occur outside of the review.
- Provide accolades and rewards in front of peers.
- Write up and document disciplines.
- Conduct eyeball evaluations every day.

# Neyra Training Now Available

## NEYRA Training

By popular demand, Neyra Industries has created 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

endeavours.

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.

If you have any suggestions for future training videos, please email us at [customerservice@neyra.com](mailto:customerservice@neyra.com).

To view more training videos, visit [www.neyra.com/resources/videos](http://www.neyra.com/resources/videos).

## Distribution Center Corner

### Enlisting Customer Loyalty

*Scenario: Your customer pulls in, and you realize that you have not seen him in a few weeks. That is kind of unusual seeing that the weather has been great and he said months ago he was busy. As a result, you wonder if your customer is purchasing products elsewhere.*

Creating customer loyalty is essential in the distribution center business. The question of how to determine if a valued customer is using someone else's product is quite common.

One way to determine if this is happening is by checking out the current product in their equipment. Every sealer manufacturer uses slightly different materials, additives and batching procedures, which will set the product apart by their smell, color and viscosity. If you notice any difference, this may be an indication of other products being used.

If this occurs or if you suspect your customer's loyalty may be wavering, feel comfortable enough to ask your customer where they have been.

Remember that there is nothing wrong with your customer trying a competitor's product once in a while. Look at this as an opportunity. He could provide valuable information on other products or new services being offered in the marketplace.

The fact that he returns to your facility indicates that you bring value to his business. Take this opportunity to learn as much as you can about why he is venturing out elsewhere, what the competition is doing and how you can improve the service or product offering at your own facility to be more competitive. All customer feedback can prove to be extremely valuable.



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

### Training Video Topics

1. Seal Coat Mix Design
2. Environmental and Curing
3. Safety and Barricading
4. Site Preparation
5. Crack Treatment
6. Application
7. Finishing Steps

# PLS Hot Pour

PLS is a highly modified, single component, hot applied, rubber/asphalt joint and crack sealant. Furnished as a solid, it is an elastomeric sealant which is compatible with and bonds aggressively to dry and clean concrete or asphalt pavements.

- Tough & Pliable
- Sets Firm & Fast
- No Bleed Through
- Climatically Engineered
- Proven Performance
- Optimum Texture

# PLS

Crack/Joint Thermo-Sealant

**NEYRA**

Professional Grade

NET CONTENTS: 30 LB / 13.6 KG

Neyra Industries, Inc.  
www.neyra.com  
800-543-7077

# Gatormat

Gatormat is a blend of asphalt emulsion, high molecular weight acrylic polymer; graded rubber and fine ceramic aggregate designed to fill cracks on asphalt pavement surfaces.

- Trowel Grade Performance
- High Polymer Content
- High Solids Formula
- Workability



## Product Highlights

# Neyra QSA

Neyra QSA is a water-based latex additive. When added to pavement sealers it significantly accelerates the drying time. Neyra QSA does not thicken the mixture. It can reduce labor costs as it may allow additional coats to be applied sooner. Sealers mixed with Neyra QSA perform well under cloudy or shady conditions and will exhibit greater resistance to power steering marks, scuffing and tearing.

- Quick Set
- Requires No Additional Water
- Improves Traction
- Hardens Coating
- Beautifies



# Thermoflex

Crack/Joint Thermo-Sealant

**NEYRA**

Professional Grade

NET CONTENTS: 30 LB / 13.6 KG

Neyra Industries, Inc.  
www.neyra.com  
800-543-7077

# Thermoflex Hot Pour

Thermoflex is a premium, single component, hot applied, asphalt/rubber joint and crack sealant. Furnished as a solid, it is an elastomeric sealant which is compatible with and bonds aggressively to clean and dry concrete or asphalt pavements. It is designed to be effective in a wide range of climates. It is a true direct fire product capable of being reheated and is especially effective under sealcoats, slurry seals and overlays because it will not bleed through.

- Direct Fire Formula
- No Tracking
- No Bleed Through
- Resilient
- Sets Firm & Fast
- Proven Performance

# Thank You for Your Name Suggestions!

In February, Neyra asked its customers to submit name suggestions for its newest sealer product that would be available during the 2015 season. Many of you submitted options for us to consider!

We greatly appreciate your creativity and participation in our naming contest. Neyra Force actually ended up being named by a few Neyra employees during a strategic planning meeting. The name came about when describing what characteristics we wanted to communicate about the new product. These features included strength, durability, reliability and resilience to name a few.

During the meeting, we began discussing the US military. This topic triggered us to start listing all of the adjectives that describe those amazingly courageous individuals who fight for our country. Throughout the conversations, we began talking about each of the branches and ended up focusing on the Air Force. Hence the origination of Neyra Force.

Neyra feels the name highlights so many of the new products attributes and easily conveys them to our customer base. Thank you again for all of your feedback. It was great hearing from so many of you and learning about your excitement regarding the introduction of Neyra Force.

# NEYRA **FORCE**



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[www.twitter.com/neyraindustries](http://www.twitter.com/neyraindustries)



[www.neyra.com](http://www.neyra.com)

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## NEYRA

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## Your Trusted Business Partner