

NEYRA *News*

Spring - Summer 2018

Issue 9 Customer Newsletter



**QUALITY
YOU NEED
SERVICE
YOU DESERVE**

Starting the 2018 Season with a Strong Customer Focus

As the 2018 season gains momentum, Neyra Industries would like to thank all of our customers for their continued partnerships. We appreciate each of you and the friendships you provide to us. We continue to dedicate ourselves towards making your sealcoating season the best it can be by providing you with the quality you need and the service you deserve.

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NEYRA IS GROWING

Neyra is excited to offer its premium line of pavement maintenance products in Graham, NC and Millbury, MA.

In early 2018, Neyra announced the expansion of its network of manufacturing plants and Neyra Pavement Products Distribution Centers to the Graham, NC and Millbury, MA areas.

The growth of Neyra's manufacturing and distribution operations is expected to drive continued growth in the surrounding regions and increase production capabilities to meet the demand for new and existing products and customers.



**CUSTOMER FIRST
FOCUS**



**INDUSTRY LEADING
INNOVATION**



**PREMIUM
PRODUCT QUALITY**



**EXCEPTIONAL
CUSTOMER SERVICE**



MILLBURY, MASSACHUSETTS DISTRIBUTION CENTER

Neyra continues to add to its family of Neyra Pavement Products distribution centers with its latest location in Millbury, Massachusetts. We are excited to now serve pickup customers within Millbury and surrounding areas with Neyra's exceptional customer service and pavement maintenance products.

Stop by 260 Millbury Avenue to meet Tom Perry, Neyra's newest Distribution Center Manager, to learn more about Neyra's extensive line of sealers, additives, crack sealants, paint, supplies and equipment. For more information about our Millbury distribution center, contact Tom at 774-420-7530. For a complete list of all Neyra Pavement Products distribution center locations, visit www.neyra.com/locations.



GRAHAM, NORTH CAROLINA

MANUFACTURING PLANT & DISTRIBUTION CENTER

Located at 931 E Elm Street in the city of Graham, Neyra's North Carolina plant is a state-of-the-art manufacturing facility offering the company's full-line of premium sealers, additives, crack sealers, primers, paints and supplies. The property also lends itself to a brand new Neyra Pavement Products distribution center that provides a one-stop shop with over 40 years of pavement maintenance experience to local pickup customers in Graham and adjacent communities. This new facility helps close a gap in Neyra's geographic footprint and allows us to better serve existing customers as well as welcome new customers in North Carolina and surrounding states.

NEW PLANT LEADERSHIP

With over 35 years of operations and plant management experience with Neyra, George Woehler is leading production at the new Graham manufacturing plant while Regional Vice President and Neyra Veteran, Jeff Cayton is spearheading all sales efforts within the new territory. Neyra is privileged to have such seasoned employees move into these vital roles to serve our customers.

Contact Us
336-350-9718



**Providing Exceptional Quality
and Service to North Carolina
and Surrounding States**

931 E Elm Street
Graham, North Carolina



NEYRA *Training*

THANK YOU to all who joined us at one of our Neyra University events to kick off the season!



A SUCCESSFUL SEASON OF NEYRA UNIVERSITY

To kick off the season, Neyra hosted six Neyra University Open House events and welcomed hundreds of local contractors at our distribution center locations or nearby event centers.

Attendees participated in product demonstrations, training sessions and a networking lunch with industry peers and a group of Neyra seasoned employees. Discussion topics ranged from best practices and mix designs to how best to utilize Neyra's experience and premium products to help grow their businesses. Our guests also enjoyed prizes and giveaways, including free sealer to each company in attendance.

Neyra continues its focus on customer education and training throughout the 2018 season through our Neyra Training online video resources and customized education events as requested by our partnering customers. For more information on future events or training opportunities, contact us at customerservice@neyra.com.

NPE 2018 Recap & 2019 Event Planning

Visit Us At Booth #1109



In February, the Neyra sales team traveled to Cleveland, OH to participate in the National Pavement Expo (NPE) 2018 event.

Although we missed our customers who were unable to attend due to heavy winter storms, Neyra wanted to thank everyone who was able to make the trip despite weather complications and visited our booth. Because of you, we were able to connect with our customers and strengthen those relationships while also reaching new potential customers.

An interesting fact...even though, overall attendance at the event was lower compared to previous years, the NPE 2018 brought in a new group of contractors with over 50% of visitors being new to the show.

The industry conference traditionally has a high attendee retention rate, and as a result, the Expo views this as a strong indicator for future attendance at NPE. The show's management team expects that the loyal core of attendees will be back in Nashville for the 2019 show, which we are excited about!

At National Pavement Expo 2019, Neyra's own Regional Vice Presidents, Tony Heffernan and Jeff Cayton, will again lead the education seminar titled *Basic Sealcoating Principles*. This introductory and refresher course will help contractors increase their sealcoating profits by improving the quality of their sealcoating work.

One of the best-attended sessions in past years, the 2019 version of *Basic Sealcoating Principles* will provide detailed information about the sealcoating process, with an emphasis on mix design and on-the-job problem-solving.



Attendees will leave this session with a better understanding of sealcoating materials, mix design, equipment and how to use it, and application techniques. An ideal session for new sealcoaters and those interested in getting into the business as well as an excellent training session for crew members and a solid refresher course for experienced contractors.

Join us in 2019 and learn how to make sealcoating a more successful— and more profitable — part of your business.

Dynaflex®

Sports Surfacing

REDESIGNED FOR SUPERIOR PERFORMANCE



Newly Formulated Dynaflex Sports Surfacing Product Line NOW Available

Over the last twelve months, Neyra has invested countless hours of research, development and testing into the reengineering of our Dynaflex Sports Surfacing product offering.

The end result is a newly designed product line manufactured for superior performance, durability and

longevity that Neyra is proud to share with our customers.

Dynaflex now provides customers with a premium, 100% acrylic polymer fortified product with reinforcing pigments that create up to 50% greater wear. The new formula also drastically improves the ease of use of our sports surfacing products

as well as creates a uniform application and color over asphalt or concrete services.

Additionally, the new Dynaflex Sports Surfacing design promotes no streaking, excellent sand suspension and long-lasting, non-fading colors.

Contact us to learn more about the new and improved Dynaflex Sports Surfacing at www.neyradynaflex.com!

Monthly Promotions - SAVE BIG with Neyra

Neyra continues to offer monthly promotions at all Neyra Pavement Product distribution center locations as well as to our bulk customers throughout the season.

Upcoming Distribution Center Promotions



Upcoming Bulk Customer Promotions



The Trucking Shortage & How It Impacts You

The trucking industry continues to be in a crunch as companies struggle to fill driver positions and trucks lay dormant during the necessary driver rest time required by the new electronic logging device regulations.



This severe truck and driver shortage is significantly pushing up freight costs and end-user prices as well as leading to late deliveries leaving customers dissatisfied and expectations not met.

Driver shortfalls are expected to continue and only get worse with freight costs forecasted to continually increase each year. Manufacturers have even reported being forced to shut down production when raw materials don't arrive on time. With 99% of trucks nationwide in use, every truck is spoken for every day, which leads to a daily battle for those searching for freight carriers.

CONNECT WITH NEYRA

Stay up-to-date on Neyra's latest news, customer projects, training and educational resources through Facebook, Twitter, Instagram, YouTube, our website and emails.

For more information, contact us:

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