

# News Along the **HEI-WAY**

Spring 2017

Premium Asphalt Materials

Established 1956

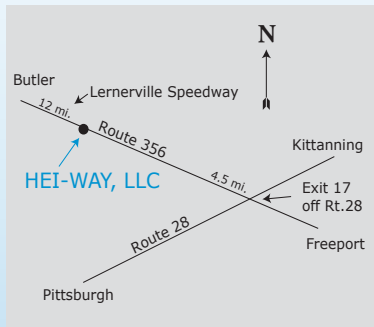


## HEI-WAY, LLC

**Western PA Location**

290 North Pike Road  
Sarver, PA 16055

**(724) 353-2700**

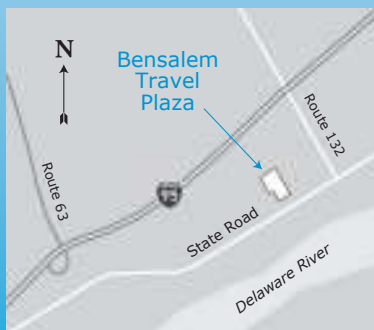


200 yds. south of Lernerville  
Speedway on PA Route 356

**Eastern PA Location**

Bensalem Travel Plaza  
2950 State Road  
Bensalem, PA 19120

**855-443-4929**



## Asphalt:

### A local business... or maybe not!

Most people buy asphalt from the closest plant to them geographically. This makes sense because hot mix asphalt needs to get placed into the road before cooling, and the further the distance to the plant, the higher the cost for pick-up or delivery.

Why would a customer in Richmond or Roanoke VA, Columbus OH or Williamsport PA choose to purchase material from HEI-WAY when our plant is not in their local area?

HEI-WAY is different from your typical asphalt company because we specialize exclusively in high-performance cold mix asphalt. While HEI-WAY has two locations (Sarver in Western PA and Bensalem in Eastern PA) we serve many customers, some over 300 miles from us. Why would customers choose to purchase from a plant that is that far away? ... *Continued on Page 3*

## The HEI-WAY Team is Growing!



*Mike Bender*

In August of 2016, HEI-WAY hired Mike Bender to manage the financial aspects of our growing operation. Mike is a graduate of Duquesne University and a CPA. Prior to coming to HEI-WAY, Mike worked for the global accounting firm of PricewaterhouseCoopers most recently as an audit manager. In addition to his financial responsibilities at HEI-WAY, Mike has taken on managing our bidding processes. So, if you are a customer with formal bid for road materials, you might be hearing from Mike or seeing his signature on our bid documents.

Mike and his wife Amanda have two young children (Son Jake, age 3, and 1-year-old daughter Paige) and he is thoroughly enjoying being a busy Dad with two little ones. Mike also enjoys ice hockey (Go Penguins!) and hunting and fishing in his spare time.

Regarding his career change and working for HEI-WAY, Mike says: "It is easy to get excited about a product that you know is truly top-quality and the best on the market. Seeing the behind-the-scenes hard work that goes into producing HEI-WAY high-performance materials is motivating because it is clear that quality and customer service are top priority for everybody involved."

**Welcome to the team, Mike!**

# Repairing Road Edges with HEI-WAY

On rural roadways where there are no curbs and storm drains, roads often deteriorate from the outer edges first. Signs of this kind of stress can be observed as the pavement cracking, sinking, or breaking away from the road edges. These problems are caused by several possible factors, including poor drainage, a weak base, frost heave, and wheel load at the outer edge of the road. Regardless of the cause, stabilizing and strengthening the outer edge of the road and shoulder can greatly extend your overall road life, allowing you to stretch a limited budget further.

HEI-WAY Premium or General Purpose material are ideal for this application. It is often assumed that hot mix asphalt would be a better solution for shoulder repairs. However, it is important to remember that the base of your road edge may be compromised and so hot mix placed at the edge is likely to crack and break



*Moon Paver*

due to its rock-hard nature. This is likely why the road edge is damaged and needs repair in the first place. HEI-WAY material has multiple advantages over hot mix, including:

- HEI-WAY material retains some flexibility and can move or “flex” to some degree without cracking or breaking off. HEI-WAY has been proven effective for this application by many townships
- HEI-WAY is a cold mix product – so you are not under the gun to lay the product down before it hardens. For townships with a small crew, this can mean the difference between doing the work yourself to save money, or hiring a paving contractor
- HEI-WAY material can be applied in wet weather conditions without any problem, giving you greater scheduling options

Many of HEI-WAY’s western PA customers have found that applying HEI-WAY material with a Moon Paver is an ideal method to repair road edges. The Moon Paver connects to a variety of conveyor brands and paves a 1 to 2 foot wide path with an adjustable thickness. Side-to-side thickness can be varied, allowing you to apply the material a bit thicker on the outermost edge of the road to help build it back up. The Moon Paver will follow the contour of the road and allow for a low degree of distortion. By mounting the paver on the driver side of the truck, the operator can fully visualize the laying of the material. This low-cost piece of equipment (about \$3600) combined with HEI-WAY material can be a great money saver for small townships. The paver does require a 20gpm continuous flow hydraulic pump to supply the material from the truck to the conveyor. For more information contact Karen at Moon Paver, 724-822-1474.

A video can be seen at this YouTube link: [www.youtube.com/watch?v=i48qel07\\_6o](http://www.youtube.com/watch?v=i48qel07_6o)

For small sections of road, it is, of course, fine to apply HEI-WAY material to the road edges the old-fashioned way. Shovel it into place, rake it out 1 to 2 inches thick then roll it in with a roller in the static, not vibratory mode. If you don’t have a roller, many townships compact HEI-WAY material simply by driving slowly back and forth over the area with the truck.

Finally, it should be kept in mind that not all cold patch asphalts can be applied in this way. Lower quality materials will not likely hold up well when simply placed on the road surface without the help of an edge to help hold the material in place. HEI-WAY’s combination of an outstanding and proprietary “asphalt glue” that helps hold together varying sizes of cut stone that effectively interlock (The McAdam Principle) allow our material to be used for surface applications. Additionally, the consistent quality of HEI-WAY mix and the fact that it does not get lumpy or hard like some brands, means that it will flow nicely from your truck onto the conveyor and through the Moon Paver.

**HEI-WAY** Consistent quality for over 60 years!

## Asphalt: A local business ... [continued from page 1]

- **Quality** – once our customers have tried HEI-WAY material, they experience first-hand the difference in quality. The material is easy to work with (even in cold weather) and simply out-performs other brands by providing a permanent repair
- **Availability** – We produce cold mix year-round and always have it in stock and ready to ship. Many plants only provide cold patch for the winter months, and sometimes run out of material
- **Price** – You would think that it would always be lower price to buy from the closest plant rather than to pay, unnecessarily, for shipping charges. But even with shipping charges, HEI-WAY is very often lower in price



### How is this possible?

- **Volume** - Since we specialize exclusively in cold mix, we make it year-round and we make a lot of it. This allows us to keep our cost per ton down
- **HEI-WAY** does not outsource the manufacture of our material to other asphalt plants. We produce all of the HEI-WAY material ourselves to maintain consistent quality and so that there is no middle man in the production process

Some things to consider: Bulk deliveries from HEI-WAY are a 22-ton minimum order. This means that you must have enough bin space for the material, and must have a need for that much material. Keep in mind however that a stockpile of **HEI-WAY material will not go bad for well over one year!**

## Consistent Quality, Every load!

If you have been working with typical cold patch asphalt, you know that obtaining a consistent quality of material can be a problem. We regularly hear from townships about how their local suppliers sometimes makes a good batch, and other times it is too dry, lumpy, or difficult to shovel, strips, or just does not stick in the pothole. With HEI-WAY, we take pride in our quality control processes, and in ensuring that every single load of material you receive is of the same outstanding quality. HEI-WAY achieves this consistency by several means:

- **Sourcing** – HEI-WAY is meticulous in our sourcing of the proper aggregate, liquid asphalt and other ingredients for use in our mix
- **Process monitoring** – Qualified, experienced technicians oversee the manufacturing process from start to finish, ensuring that all is correct
- **Testing** – Every batch of HEI-WAY is checked and strip-tested. A sample from every batch produced is labeled and stored for reference



**At HEI-WAY, we are focused 100% on cold mix asphalt. For HEI-WAY, this is our full-time business, not something that we do for a few months each winter!**





PREMIUM ASPHALT MATERIALS

# HEI-WAY, LLC

290 North Pike Road  
Sarver, PA 16055-9735

(724) 353-2700

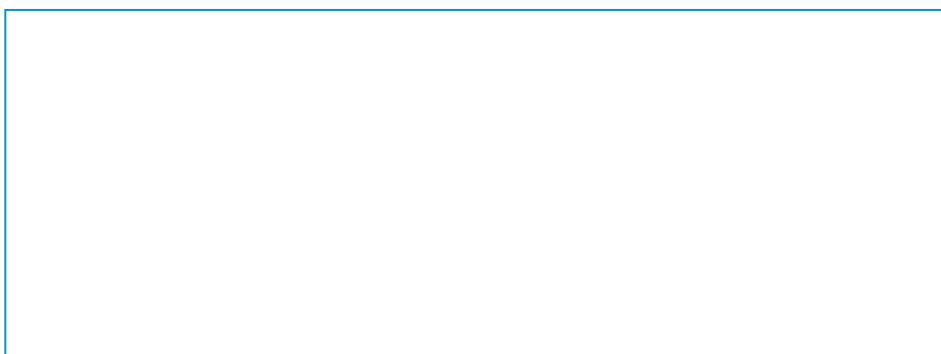
www.hei-way.com



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## PA Outlets for HEI-WAY® Material in Bulk:

- |  |  |
|--|--|
| <b>E<br/>A<br/>S<br/>T</b>   | Bensalem Travel Plaza, 2950 State Road, Bensalem — (724) 353-2700              |
|  | Allied Landscape Supply, 5834 Old Lincoln Hwy., Gap — (717) 442-4390           |
|  | Allied Landscape Supply, 1752 Limekiln Pike, Dresher — (215) 643-9861          |
|  | D&S Hauling-Stone Supply Yard, 1491 Rt. 739, Dingmans Ferry — (570) 828-8430   |
|  | M&W Supply, Div. of Wehrungs, 210 Durham Road, Ottsville — (610) 847-7203      |
| <b>W<br/>E<br/>S<br/>T</b>   | Stewart & Tate, 950 Smile Way, York — (717) 854-9581                           |
|  | Landscape Products, 7916 Beth-Bath Pike, Bath - 610-837-8888                   |
|  | Cranberry Supply, 8020 Rowan Rd., Cranberry Twp. — (724) 776-1610              |
|  | Building Products, Inc., 136 23rd St., Sharpsburg — (412) 784-8202             |
|  | Georges Supply, 3101 Brownsville Rd., South Park — (412) 835-6123              |
|  | Kiefer Coal & Supply, 5088 W. Library Ave., Bethel Park — (412) 835-7900       |
|  | Russell Brothers, 101 West Wylie Ave., Washington — (724) 225-5510             |
|  | Route 40 Aggregates & Feed, 800 National Pike, W. Brownsville — (724) 632-3331 |
|  | Snyder Excavating, 2824 William Penn Ave., Johnstown — (814) 322-3120          |
|  | James W. Gilliland Hauling, 77 Auction Rd., New Wilmington — (724) 946-3145    |
| McDonald Sand & Gravel, 12559 Sanford Rd., West Springfield — (814) 774-8149 |  |
| Berkey Excavating Company, 524 Berkey Road, Boswell — (814) 629-6774         |  |



## HEI-WAY Premium Cold Mix – in 50lb bags

We've recently made some changes and improvements to our bagging operation in response customer needs.



- We have switched from 60lb bags to 50lb bags for ease of handling. Our bags are now provided 40 per pallet, shrink-wrapped and delivered!
- Production capacity – based on increased customer demand, we have increased our production capability so that we always have bagged material on hand for our ever-increasing number of customers!
- We now provide both summer mix and winter mix in bags. So, no matter the outside temperature, our bagged material will always be easy to work with.
- Deliveries - We have expanded our delivery options making lower quantity shipments more cost effective.

**Ask us for a quote!**

## PA Outlets for HEI-WAY® Premium in Easy-to-Use 50lb Bags:

Allegheny Lumber & Supply, Tarentum  
Building Products Inc., Sharpsburg  
Cambria Ace Hardware, Johnstown  
George L Wilson Supply, Apollo  
George L Wilson Supply, Pittsburgh

Hastings Hardware, Pittsburgh  
John Bonham Supply, Honesdale  
Melwood Stone & Supply, Lower Burrell  
Option Supply Co., Pittsburgh  
Pechin Enterprises, Connellsville  
Rt.40 Aggregate & Feed, W. Brownsville

Sarasnick's Hardware, Bridgeville  
Sarver True Value, Sarver  
Slippery Rock Hardware, Slippery Rock  
South Hills Hardware, Pittsburgh  
Wayne Lumber, Waynesburg