

News Along the **HEI-WAY**[®]

Fall 2016 Premium Asphalt Materials

Established 1956

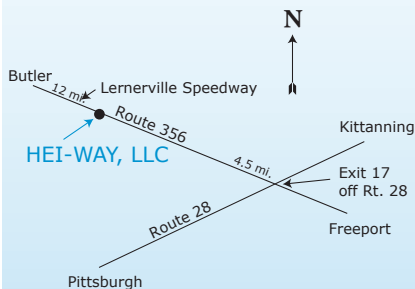


HEI-WAY, LLC

Western PA Location

290 North Pike Road
Sarver, PA 16055

(724) 353-2700

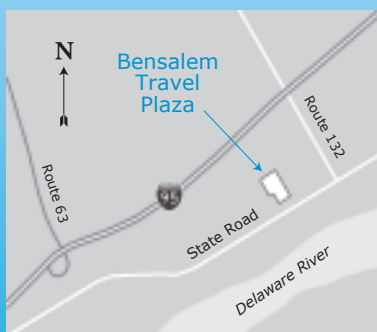


200 yds. south of Lernerville
Speedway on PA Route 356

Eastern PA Location

Bensalem Travel Plaza
2950 State Road
Bensalem, PA 19120

855-443-4929



Celebrating 60 Years In Business!

A Brief History of HEI-WAY Asphalt Materials

After serving in the Army as a Second Lieutenant, William Barnes “Bill” Heilman made his way as a steel mill worker. Being the oldest son, the general consensus was that he would become a doctor like his surgeon dad, Glenn H. Heilman. Though he spent much of his youth traveling on calls with his father he never pursued the practice of medicine himself. Bill’s draft number came up before he finished college and while he never went back to school, his ravenous hunger for knowledge kept him busy the rest of his life. His elder daughter, Lynne, recalls him pestering her to finish her college chemistry course so he could have her textbook. As a child Bill was always taking things apart to figure out how they worked, and then putting them back together. ... *Continued on Page 2*



*Young Willie Heilman
learning the business!*

Help **HEI-WAY** Welcome Mark Balentine!



Mark Balentine

This summer, Mark Balentine joined the HEI-WAY team. If you are a customer in Western PA, Ohio or West Virginia you may have already met Mark! He is our new representative and is busily putting miles on his truck introducing himself to the many HEI-WAY customers in the region.

Mark comes to HEI-WAY with sales and service experience from the paper industry and with 25 years of manufacturing and plant management experience. Prior to that Mark attended Edinboro University and Robert Morris University for Business.

Mark is a proud father with 2 daughters and 4 step daughters (Woosh!). His daughters have varying careers and college studies including Respiratory Therapy, Criminology, Culinary Arts, Biology, Dance, Medicine, Early Childhood Education and his “baby” is starting her first year of Junior High.

In their free time the Balentine family likes to spend summer weekends on the river boating. But when the fall hits it may be hard to find Mark on the weekends as he will likely be in the woods of Western PA bow hunting for elusive giant white-tail deer, or in West Virginia on the look-out for a black bear. While we are sure Mark loves hunting, we suspect that this also provides him with a masculine respite from being outnumbered 7 to 1 by daughters, step daughters and wife!

HEI-WAY is excited to welcome Mark to the team.

Mark can be reached at: 724-991-7121 and mark@hei-way.com.



Portable pugmill built by Bill Heilman

He bought his first car when he was twelve years old and though it wouldn't drive home, he soon had it running and would drive it down back alleys near the family home in Tarentum, PA.

While employed at the steel mill, Bill saw an opportunity to not only help the community, but to start his own business. Rather than making hot mix asphalt or concrete, Bill saw the potential in customizing cold mix asphalt. He observed hot mix become brittle and crack while cold mix was more forgiving and malleable. The flexibility of cold mix when used along with the McAdam Principle allows the force of the load to triangulate through the material, effectively distributing it across a larger area and causing less stress on the

material and through the base, whereas a load on hot mix drives straight down and places more wear on the higher traffic spots. Other advantages of cold mix are the ability to produce it on the jobsite and not needing to heat the aggregate before mixing it with asphalt.

Heilman Pavement Specialties Inc. has gone through several name changes through its sixty years. When it started as Armstrong Asphalt Company in 1956 the plant was set up across the road from the Heilman home. Bill used everything at his disposal including his own driveway which remains today and was made from the first material that he ever produced. The family home's kitchen oven was often used to test the material's reaction to different heat levels, and the shop and house always had an abundance of test samples sitting on meticulously marked paper plates.

Bill became interested in slurry seal and in 1962 he bought a 49 percent stake in a slurry seal business in Arizona. They slurry sealed roads and runways in Arizona and the surrounding states as well as at Area 51. When the majority owner bid a job to cover a road with two inches of slurry seal, Bill decided to move the



Trench cut in Lower Moreland Twp., Montgomery County

family back to Freeport over the Christmas of 1965. Doing things the right way was always a top priority for him. Though Bill returned to further develop and produce cold mix and pave roads, he still continued to experiment with slurry seal. In fact, before the idea of rumble strip cuts were developed, Bill was experimenting with a similar idea and built a model of slurry seal bumps for driver safety.

One way that Bill used his contracting to influence road safety was his fight against rural roads that were too narrow for school busses to safely pass each other. It was a significant fear of his and he convinced townships to widen their roads from 16 to 18 feet for the safety of the children.

In the late 70's environmental concerns regarding the effect of pollutants from asphalt emulsion materials were increasing. Realizing that he needed to make a significant change to his formula, ... *Continued on next page*



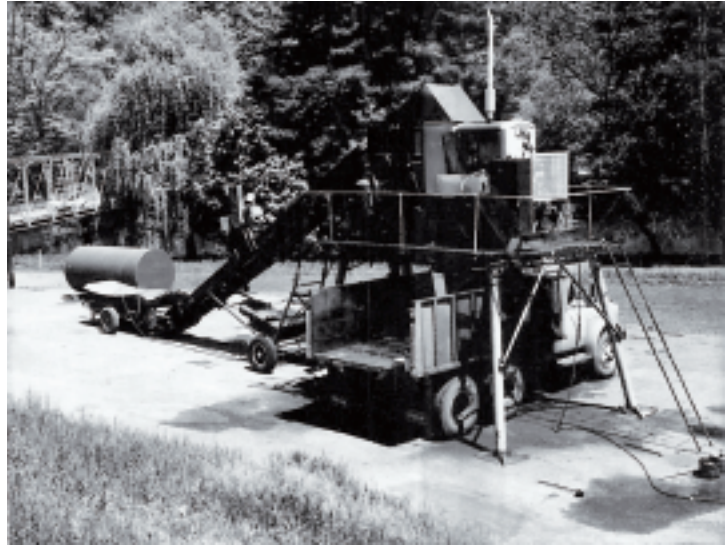
Consistent quality for over 60 years!

Bill shut down Heilman Pavement Specialties in 1978 to work on a method to create a process to keep his product reliable and consistent regardless of the inherent problems with fluctuating emulsions. His wife, Dusty remembers a morning where Bill announced he wasn't going to leave the shop until he had figured this new process out, and sure enough, he stayed there for hours on end, developing the HEI-WAY Process.

Bill enjoyed work but dealing with bureaucracy was not his strong suit, so his sons Willie and Glenn started managing the bids and lab work. After the youngest son David rejoined the company full time he took Willie's place in handling the customer relations. With Bill able to focus on his material and his sons dealing with the bids, the company came into its own, dropped the contracting work, and turned into a solely manufacturing and supply company. With this new format of shared responsibilities, the company began to grow.

In 2004 Bill was diagnosed with cancer. He kept the business in the family and appointed his son David the President of the company.

After growing the company substantially through his nine years of leading, David stepped down to pursue his love of agriculture and Bill's son-in-law, Kean Pitcairn, became the current president. Kean and Willie, Chief Operationa Officer, are continuing to grow the company, while Willie's son Elias, and Kean's son Garth are following their fathers' lead in working at HEI-WAY, LLC.



The original Heilman pug mill on Bill Heilman's home property



Every October at HEI-WAY is known as "Mix-tober" because we ramp up our asphalt production operations for the winter season. HEI-WAY stock piles of material remain workable and are not negatively affected by the cold weather or rain. Some customers work from the same stock-pile for more than a year without a problem.

PA Outlets for HEI-WAY® Premium in Easy-to-Use 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

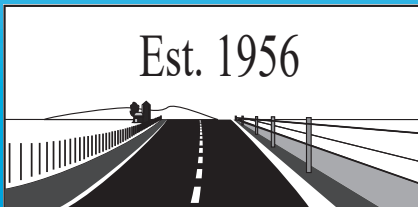


PREMIUM ASPHALT MATERIALS

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:

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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
Stewart & Tate, 950 Smile Way, York — (717) 854-9581
Landscape Products, 7916 Beth-Bath Pike, Bath - 610-837-8888

W
E
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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

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, or 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!

***"Do not try to do everything. Do one thing well."* Steve Jobs**