The Elements That Destroy Your Investment



Weather. Oxidation. Oils. Salt.

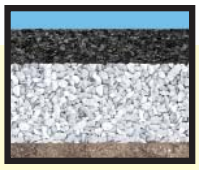
A properly designed and constructed parking lot rarely wears out just from the traffic. Surface deterioration is primarily cased by weathering, oxidation and the destructive softening effects of gasoline, oils and de-icers.

Sunlight & Oxidation cause the aggregate to ravel from the surface. This makes pavement rough. The surface becomes brittle, cracks form, and the pavement deteriorates.

Water causes major pavement damage. It destroys the cohesive strength of the pavement. Water penetration encourages cracking while freeze-thaw cycles widen cracks and accelerate the damage.

Gasoline, Oil & Jet Fuel dissolve asphalt. This casues localized pavement failure and unsightly stains.

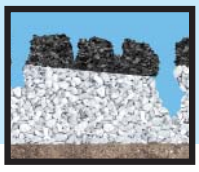
The Asphalt Institute confirms that air, sunlight and moisture are the major causes of surface deterioration. Unprotected surfaces oxidize and allow the aggregate to be washed away.



Unprotected pavements loose flexibility; aggregate ravels from the surface and the pavement becomes rough. The surface becomes brittle and cracks develop.

Water penetrates the cracks and damage progresses. Hydraulic pressure (expansion and contraction) enlarge the cracks. Damage occurs faster under heavy traffic and/or during freeze-thaw cycles.

Cracks allow water to penetrate to the sub-surface and rupture the pavement; causing small cracks to enlarge until the pavement actually separates, creating a pothole.



Tests show that in just five years of progressive weakening, erosion, oxidation and ravelling due to these elements can reduce unprotected pavement thickness significantly, requiring costly repairs and/or resurfacing.

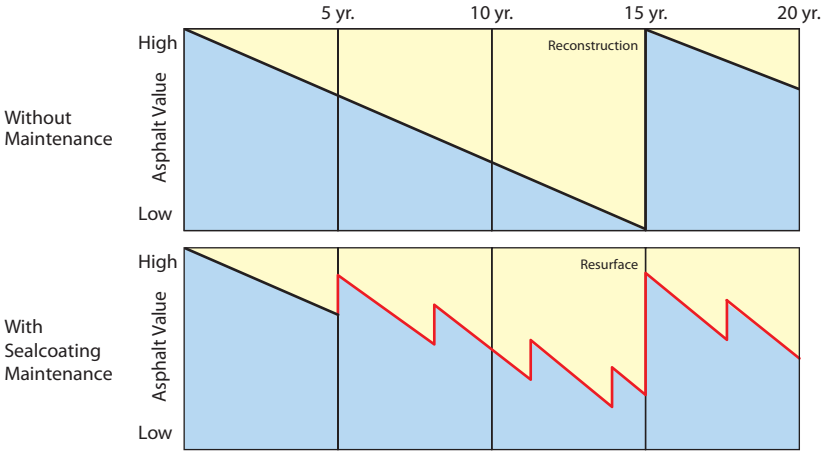
Defy the Elements with Tarconite!

The challenge of every property manager is to protect their investment and keep the property looking new while controlling maintenance costs. Today, it is especially important to preserve your parking lot since asphalt, a petroleum product, has dramatically increased in price.

- *Tarconite delivers the long lasting asphalt pavement protection with the lowest annualized cost.*
- *Tarconite is a fully deductible maintenance expense.*
- *Protect your investment with Tarconite and avoid replacing your parking lot, a potential savings of 40%.*
- *Minimize interruptions and inconvenience to your business by using Tarconite instead of an ordinary sealer.*
- *Tarconite is only applied by a national network of trained, insured and licensed contractors.*

Investment Analysis

Preventative Maintenance vs. Capital Expenditures



Without preventative maintenance, your asphalt pavement will deteriorate. After 15 years, it may require reconstruction, a capital expense that must be amortized over 15 years.

With ordinary preventative maintenance, you will prolong the life of your pavement. You will need to seal on average every 3 years. At 15 years, resurfacing may be necessary.

With Tarconite, you can take advantage of a fully deductible maintenance expense that saves you money. After your initial investment, you will sealcoat every **three years** *and your parking lot maintains its value over 20 years.*

What National Pavement Experts Say

Studies by several government agencies, validated by the Army Corps of Engineers and American Public Works Association, have shown that pavements not properly maintained for fifteen years will cost five times more to maintain than pavements continually maintained over the same period.

Preventative maintenance results in huge savings. USDOT FHA Pub. No. FHWA-SA-96-07 has proven that the timely maintenance of your asphalt pavement can be four to five times more cost effective than reconstruction.

According to the Asphalt Institute research, if one does not seal, fine hairline cracks appear in the pavement surface and this is the start of a maintenance problem. By sealing, the life of the pavement is extended. If one seals immediately, (providing other variables that lead to pavement failure do not come into play) you should be able to extend the pavement life almost indefinitely.

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