

# NATIONAL POTHOLE DAY

## MAGMA CASE STUDY

### THE NEED:

The first ever day of its kind 'National Pothole Day' was created to raise awareness of the growing issue our roads face. The campaign which was created by 'Mr Pothole' and 'Street Repairs' (campaigners for our roads), who set out to raise public awareness and encourage people to report the potholes that are plaguing them.

A budget of £6bn from the government is not enough to clear the backlog of pothole complaints. The need for a cheap affordable pothole repair system is required nationwide. With the problem becoming greater, a quick and easy to lay system was required.

### SOLUTION:

Meon spent weeks planning what we can offer as a infrastructure material supplier to a cause like this. Our cold-lay tarmac Patchmaster would be ideal for a project like this. Not only is Patchmaster ideal for pothole repair, due to its cold lay nature it also provides brilliant eco friendly properties.

Along with Magma's own Bituseal a bituminous based sealant that compliments the Patchmaster product brilliantly. However we felt that this was not enough Our passion made us conclude that we would donate pothole repair material (and our time) to councils that wanted to show they care...because roads matter.

### SUMMARY:

We made it our task to get involved and do our very best to raise awareness, by aiding the councils to tackle the issues and help the public in the quest for safer roads. Our launch of the new Magma.

### SYSTEMS USED:

- MAGMA PatchMaster - coldlay asphalt repair
- MAGMA BituSeal - Bituminous tarmac edge sealer
- MAGMA TarBusta - Eco bitumen cleaner and prohibiter



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