

# The PAVE TECH EDGE

ADVANCED PAVING TECHNOLOGY

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MEMBER • CONCRETE PAVER INSTITUTE • NATIONAL CONCRETE MASONRY ASSOCIATION • BRICK INSTITUTE OF AMERICA • NATIONAL PRECAST CONCRETE ASSOCIATION

## PAVE TECH Announces New PAVING STONE PROTECTION TREATMENT PROGRAM®

For the full story of this new professional maintenance program for paver installations, see pages 6 and 7 inside!



PAVE TECH's custom designed chemical treatment trailer will be featured at Masonry Expo in Phoenix, February 3-5th!

## ...What Else Is New? Look Inside!...

Pg. 2 "Project Profile" on St. Louis Lambert International Airport, an F.F. Kirchner job.

Pg. 4 "Good Batching Techniques" by Lee Martin, Zenith Equipment Co.

Pg. 8. Ueda Company Opens Japanese PAVE EDGE market!

Pg. 8. New PAVE TECH Distributors.

Pg. 10. Installer ALERT! Three helpful tips for the paver installer!

Pg. 11. "Mobay helps Paver Manufacturers do Target Marketing."

## Distributors, take note! . . . "Your" PAVE EDGE® Catalog is in SWEET's — where Buyers and Sellers meet!

Mention SWEET's catalog to anyone and the range of reactions can vary from: "I'm not in the mood for any candy right now" to "I couldn't operate my business without it!"

### WHAT IS SWEET'S CATALOG?

Basically SWEET's is a construction catalog "file," containing product literature furnished by sellers to be distributed to buyers and those who design and specify, thereby influencing buying decisions.

The Catalogs are bound in volumes for different industry categories; these categories (or files) are as follows:

File Description	No. of Offices Receiving File
1. General Building and Renovation	26,600
2. Homebuilding and Remodeling	30,400
3. Industrial Construction and Renovation	26,700
4. Civil Engineering and Retrofit	7,500
5. Engineering and Retrofit	9,600
6. Canadian (includes Architects, Engineers, Contractors, Developers, Corporate Offices, Institutional Schools, Hospitals, Libraries, etc.)	7,000
Total Offices Reached	107,800

(Continued on page 12)



## PATENT LITIGATION SETTLEMENT!

U.S. Patent No. 4,863,307

### VIII. Publication of the Terms of this Consent Settlement Agreement

PAVE TECH, INC. and its president, Stephen Jones, and Pavestone and its president, Robert J. Schlegel, are pleased to announce the settlement of patent infringement litigation commenced by PAVE TECH, INC. and Stephen Jones against Pavestone and Robert J. Schlegel in the United States District Court for the Northern District, Dallas Division. Pavestone and Robert J. Schlegel have agreed to be permanently enjoined from marketing infringing products in the future.

## NEW VHS Video Now Available on PAVE TECH'S PAVING STONE PROTECTION TREATMENT PROGRAM®

In announcing its new program for the professional maintenance of paving stone installations, PAVE TECH also announces the availability of a new 2-part, 20-minute professionally prepared full color VHS video describing the program. The first part (4 minutes) is devoted to promotion of the program to paver installation owners. The second, major part (16 minutes) is a complete training course in proper application of the Paving Stone Protection Treatment Program. Each video is printed on professional Ampex tape and is contained in its own hard case.

Up to three copies will be mailed shortly, at no charge, to all PAVE TECH distributors. Details for ordering additional copies will be announced soon.

# Project Profile . . .

## ST. LOUIS LAMBERT INTERNATIONAL AIRPORT, St. Louis, MO

Anyone who has been in and out of the St. Louis Lambert Airport recently was in for a big surprise. Extensive landscaping improvements, including new paving stone walkways, medians, etc. have made the sixth largest airport in the USA one of the most attractive in the country.

Greatly increased air traffic through Lambert Airport in the past few years resulted in a flurry of additional construction, expansion of existing buildings and amenities, etc. A problem created by these separate phases of construction, all completed within a short time frame, was the lack of consistent landscape treatment, according to Cory Schulz, project landscape architect for Booker Associates, St. Louis project designers.

In their commission to develop a Comprehensive Landscape Master Plan, Booker Associates had to select paving and edging materials that would meet a variety of criteria, including attractiveness, durability, affordability and resistance to the chemical activities of de-icers.



The Romanstone used in the St. Louis Airport project was Terra Cotta in color.



The project consisted of new walkways and pavement edges in areas around the main terminal building.

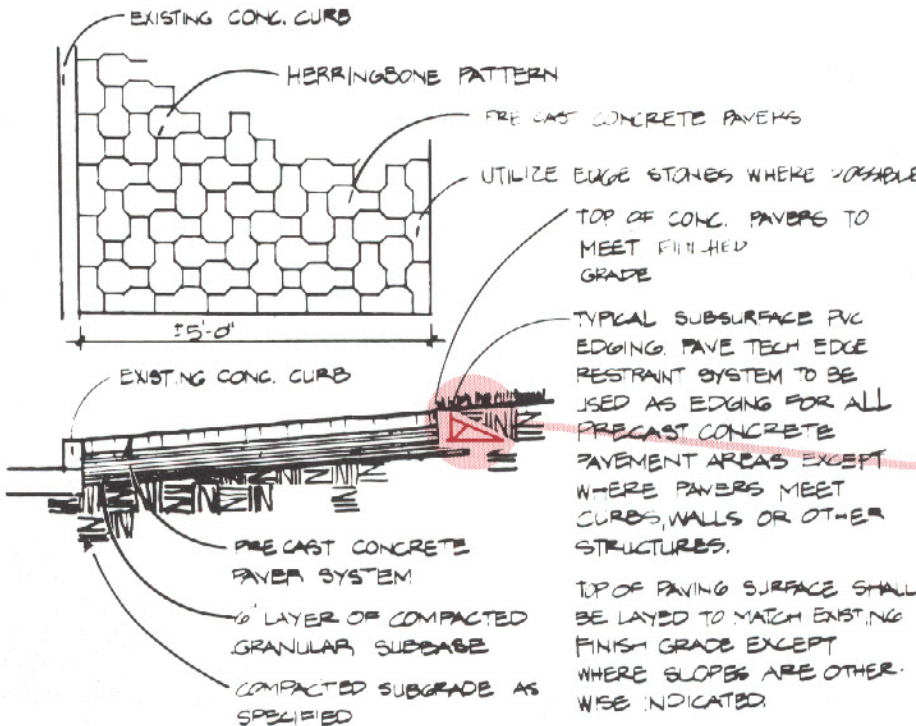
To meet these criteria, Cory Schulz specified F.F. Kirchner's Romanstone pavers and PAVE EDGE® PVC edging. Romanstone was a good choice for the roadway edge paving areas because of its durability; its high psi and density ratings enabled it to stand up to the salt and chemicals used to

melt ice and snow. PAVE EDGE® edging was used extensively to restrain paver movement and support borders on isles away from the curbs.

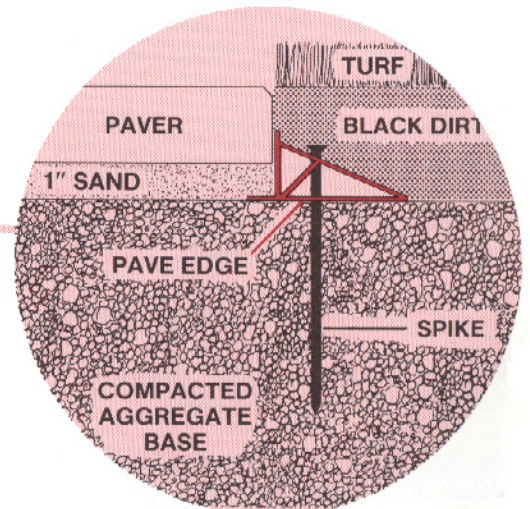
Kozyeny Wagner was general contractor on the project. Interlocking Paving Systems (IPS), St. Charles, MO, was the paving contractor. Wade  
(Continued on page 3)

### 5 TYPICAL PRECAST CONC. PAVING

3 NO SCALE




ACCESS ROADWAYS - PHASE II		Sheet No. 3	Total Sheets 7
LAYOUT, TOPSOIL, PAVEMENT PLAN & DETAILS			
VINCENT C. SCHOEMEHL, JR., MAYOR CITY OF ST. LOUIS, MISSOURI			
Department of the President Board of Public Service JUNE 1988 Norbert A. Gropp, P.E. President	<b>Booker</b> Engineers Architects Planners Booker Associates, Inc. 1139 Olive Street St. Louis, Missouri 63101	Airport Authority Lambert-St. Louis International Airport Donald W. Bennett Director	



(Continued from page 2)

Schmidt, President of IPS, says the airport installation was a relatively small job (18,000 sq. ft. of pavers) but its design resulted in highly effective use of the products. "The pavers should hold up for years of heavy use, especially considering the number of people who go in and out of the airport everyday, and the amount of salt used to keep the roads clear," said Wade Schmidt.

Bob Cecil, Kirchner's Manager, Landscape Products Division, says "working with people like Cory Schulz and Wade Schmidt on the project made my job easy!" 



**PAVE EDGE® edging** "keeps the whole paving project together" . . . permanently! (Invisible, yet secure!)

### APPROPRIATE QUOTES

"He who considers his work beneath him will be above doing it well!!"

Alexander Chase Perspectives — 1966

## The PAVE TECH EDGE

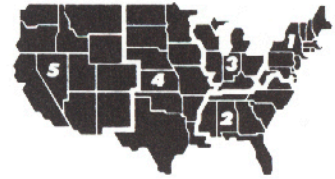
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Bloomington, MN 55431

Stephen Jones, *President*  
Tom Eggen, *Editor*

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## First CPI Board of Directors Set!

With balloting completed, an announcement of newly elected members of the First Concrete Paver Institute Board of Directors was issued recently by David Smith, Director of Paving Products, CPI.



Charles Gamarekian of Grinnell Concrete Pavingstones, Sparta, NJ, was appointed CPI Chairman; Larry Nicolai, Ideal Concrete Block Co., Waltham, MA is the Chairman-Elect.

Charles Gamarekian



Larry Nicolai

The complete CPI Board is as follows:

### REGION I

Charles Gamarekian, Grinnell Concrete Pavingstones, Sparta, NJ . . . 5-Year Term

Larry Nicolai, Ideal Concrete Block Co., Waltham, MA . . . 3-Year Term

### REGION II

Gregory Halitov, Paver Systems of Florida, Orlando/West Palm Beach, FL . . . 1-Year Term

### REGION III

Alan Fendt, Fendt Builder's Supply, Farmington Hills, MI . . . 2-Year Term

William Oberfield, Oberfield's Inc., Delaware, OH . . . 2-Year Term

### REGION IV

David Streeter, Barbour Concrete Pavers, Inc. Independence, MO . . . 4-Year Term

Dale Kirchner, Kirchner Industries, Inc., Bridgeton, MO . . . 2-Year Term

### REGION V

Hugh Jones, Willamette-Graystone, Inc., Eugene, OR . . . 2-Year Term

Don Hall, Acker Stone Industries, Cypress, CA . . . 3-Year Term

### ASSOCIATE

Lee Martin, Zenith Equipment Co., Roswell, GA . . . 2-Year Term

Stephen Jones, PAVE TECH, Inc., Bloomington, MN . . . 3-Year Term

## DISTRIBUTOR TOUR FILLING UP FAST!

Several PAVE TECH educational seminars for its distributor's customers, dealers and company personnel are already set for Spring, 1990.

Following the Masonry Expo and National Precast Concrete Association shows in February and March, PAVE TECH will be holding seminars for the following paver manufacturers:

- Barbour Conc. Pavers, Independence, MO
- Kirchner Industries, Bridgeton, MO
- Genest Conc. Works, Inc., Sanford, ME
- Ideal Concrete Block, Waltham, MA
- Balcon, Inc., Baltimore, MD

- Tarmac-Virginia, Prince George, VA (tentative)


There are several other seminar dates tentatively scheduled.

If your company/customers/dealers/personnel are interested in . . . basic paver installation techniques

. . . how to place and compact base material

. . . how to use PAVE TECH® edging correctly

. . . how to apply PAVE TECH's new Paving Stone Protection Treatment Program cleaning and sealing chemicals.

. . . and more! Contact PAVE TECH as soon as possible to confirm your choice of dates for a seminar at your location. 

# “Garbage in — Garbage out”

## or Good Batching Techniques Make Good Pavers!

By Lee Martin,  Equipment Co.



High quality pavers can be produced on multilayer machines, single pallet machines, and domestic block machines with adjustments, heated shoes, and add-ons. Most of the problems incurred in paver production can be directly attributed to the lack of proper controls on various ingredients, primarily moisture, in the paver mix; or, in a nutshell, the lack of effective batching and mixing equipment. Concrete technology does not always assure quality results.

As important as the type of machine a manufacturer selects to produce pavers, is the selection of adequate batching facilities. Too often, it is tempting, due to price, to purchase a portable ready-mix plant and attach a mixer. When installing paver production equipment in a block, pipe, or precast plant, it is inviting to share batching facilities. Generally it is found that the money spent on either of these scenarios has gone to waste in more ways than one. Proper batching and mixing equipment must be designed to produce a “paver batch.” A suitable batching plant will retain its value long after it is paid for.



What makes up a suitable batching plant? Let's start with storage bins. It is recommended that a minimum of three bins for aggregate storage be employed. If economically feasible, four bins are better. In areas which are subject to heavy yearly rainfall, it is important to have two bins dedicated to fine aggregates. One bin can be pulled from while the other drains. The fourth bin is handy in case extra coarse aggregate storage is required. Average daily consumption of raw materials, per each 10,000 square feet of production is approximately 135 tons. The ingredients, not considering

moisture weight, are divided (subjectively) as follows.

Type 1 Portland Cement	23 tons
Fine Aggregate (sand)	78 tons
Coarse Aggregate	34 tons

Typically bins smaller than 40 tons capacity are not considered economical. Batch plant engineers can assist with bins properly sized for local conditions. Distance from the stone quarry or moisture content in delivered material must be considered. Cement silos come in various sizes. A stand-alone 375 barrel (1,500 cubic feet or 70 tons) silo would be minimum recommended size. Aggregate storage bins should be under roof and materials protected from the elements.

Proper dosing of the required ingredients must be extremely accurate. It is recommended to use weigh scales with moisture-compensated volumes on fine and coarse material. Worth investigating are the new microwave type moisture probes which can be installed in the cones of storage bins.

Weighing belts have proved to be extremely useful to paver mix batching. Bin gates should be provided with signaling that allows for “jogging” to convey accurate measurement to within two to three kilograms or five to seven pounds. Weighing belts are fast and accurate and allow for a batch of aggregates to be weighed out and ready for transport on the belt when mixer controls demand it.

Delivering accurately portioned materials to the mixer must be considered. The most popular method is by conveyor belt. However, an operator should consider the positive aspects of a skip hoist. The skip can act as a holding hopper for pre-weighed materials thereby reducing batch cycle time. A skip hoist can reduce the total area required for the batching system. Cement should be transported to the

weigh batcher by high speed screw. Cement weigh scales should be accurate to one kilogram or two pounds.

Three raw materials remain to be added to the paver batch; these being: chemical admixture, pigment, and water. Chemical admixture dispensing is not new and your admixture supplier should be able to install state-of-the-art dispensing equipment to interface with your automatic mixer controls. It is advisable to discuss the required end result with your admixture supplier. Decisions can be made as to the type of controls needed.



Pigment dispensing is a very subjective decision to make. One must bear in mind that the cost of pigment in a typical paver batch in the United States is almost the same as the cost of cement. We spend large sums of money to make sure our cement is dispensed in an accurate fashion so why not do the same for pigment? There are many reasonably priced dispensing systems available. Batch plant engineers familiar with paver factories can supply these systems. A call to any pigment manufacturer or distributor can result in a list of these suppliers. There are very good domestic, as well as imported, models in both slurry or dry dispensing. Again, this is a subjective decision. There are positive and negative points in both slurry and dry pigment dispensing. If a plant is located in an area where fine aggregate is delivered with a high moisture content, then slurry dispensing might cause difficulty with the final moisture. Bear in mind that dust is a problem with any dry dispensing system.

The heart and brain of any batching system is the mixing controls and of utmost importance to the welfare of the batch is automatic electronic moisture control. The system should be installed by the “controls” engineer and should be suitable for the task. There are excellent domestic and imported moisture control systems. Mixing controls, today, can be as sophisticated as the operator demands. Basic hard programmed mixer controls are inexpensive, but may not be able to meet changing needs. Programmable logic in controls certainly is recommended. Make sure the control unit has been approved for

(Continued from page 4)

heavy-duty, dusty conditions. Climate control within the control cabinet is advisable.

We have made sure that all aggregates have been accurately weighed, cement has been delivered to the cement weigh batcher in proper measure, admixture is ready to be added and pigments have been properly measured to produce the required color intensity based on the weight of Portland cement, and the proper moisture requirement is met. Now we are ready to mix.


What type of mixer is best for pavers? Again, this decision can be very subjective. The basic requirement of a paver machine in the North American market is to produce well-distributed mixed color pavers in high strength and density with a tight texture. With this mandate, what is the proper batch size? Typically, a minimum batch weight of 1,850 lbs. to 2,250 lbs. can produce acceptable

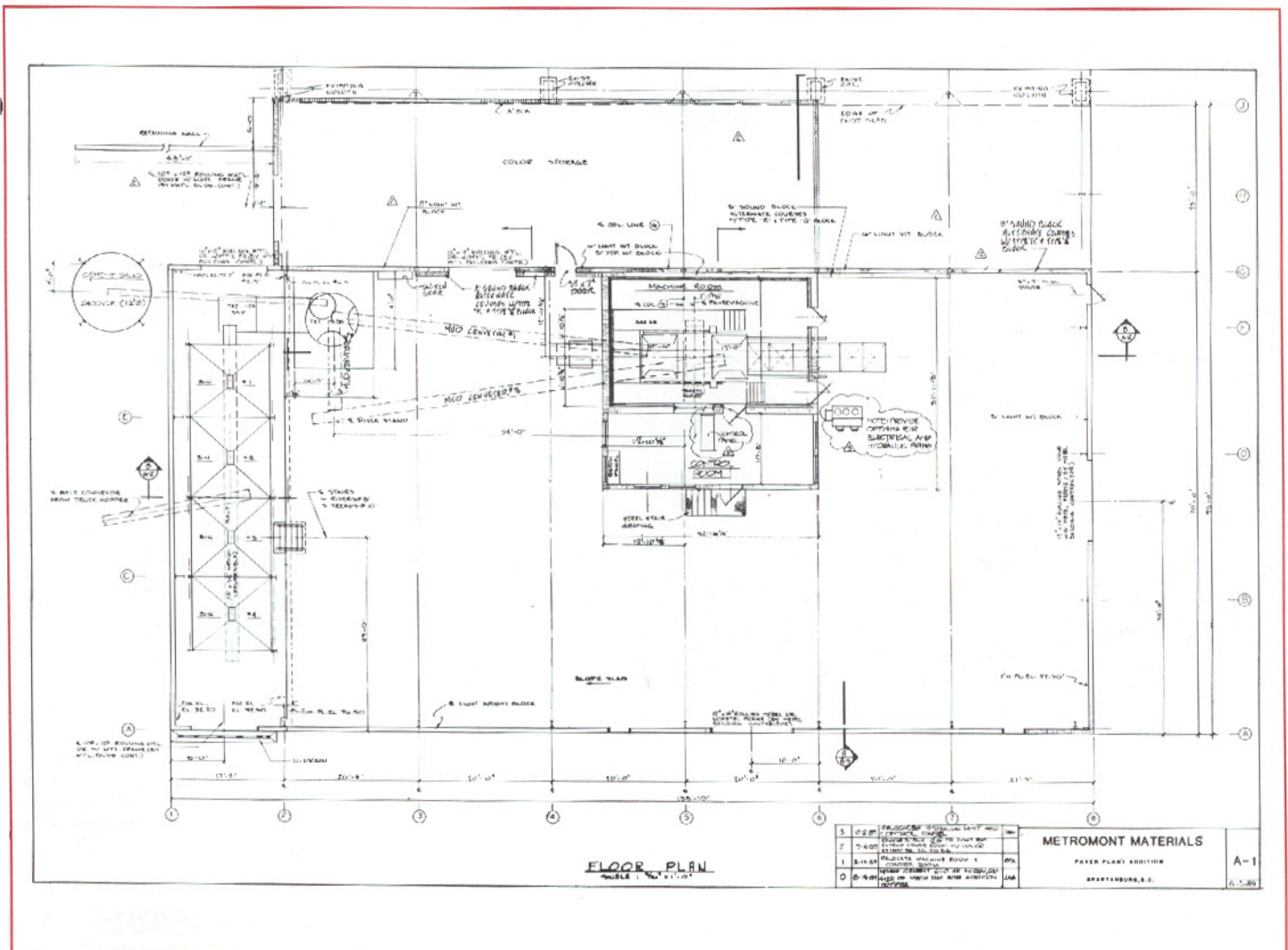
mixed two-color pavers. With some tricks, three-color pavers can be produced. Producing mixed color pavers can be subject of a future article in *PAVE TECH's* newsletter.

Depending on the type of machine, a ton of mix can be consumed in less than two minutes. Generally admixtures and pigments require about three minutes to arrive at their desired effect, so in order to service the market we must fight an uphill battle. The question is asked again, what is the best mixer for pavers? A simple answer is a high-speed turbine mixer sized to deliver what the operator perceives to be his smallest required batch in the quickest possible cycle time. Large volume mixers are not germane to the North American paver industry. Only when an operator enjoys the luxury of producing natural or monochromatic pavers does he consider the maximum output of his mixer. Appropriate mixer size for most multilayer machines is one that will deliver 3,600 to 3,800 lbs. of mix. Single pallet

machines, due to their speed (four or more cycles per minute), may require two mixers for acceptable mixed color distribution.

We don't always have the luxury of building from the ground up. In many cases an existing building, or existing storage bins, or perhaps a mixer station must be utilized. In every case it is extremely important that the operator consult with the production equipment supplier and the batch plant engineer with regard to proper batching equipment. Consider the batch plant engineers' and fabricators' specifications for steel thickness, structural supports, belt quality, motor sizes, recommended number of conveyor rollers, and among other things, what are the extras and add-ons. What is to be supplied by the fabricator and what is to be the buyers responsibility must be compared and understood.

Budgets are met and disappointments are kept to a minimum when the best interests of all parties are agreed upon in advance. 




**PAVE TECH Announces New . . .**

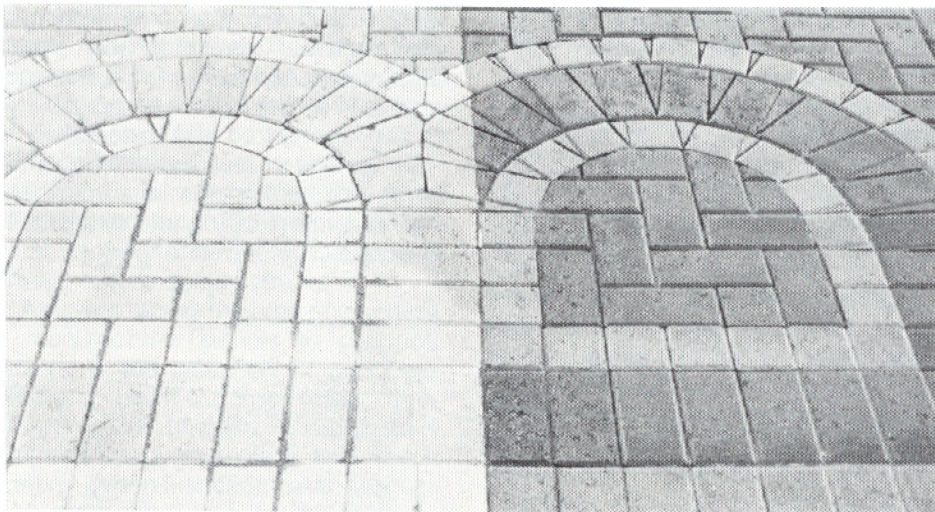
## **PAVING STONE PROTECTION TREATMENT PROGRAM!**

**. . . Will Be Featured at Masonry Expo**

A new PAVING STONE PROTECTION TREATMENT PROGRAM by PAVE TECH, INC. has been announced as the industry's first comprehensive program for professional maintenance of paving stone installations.

After an extensive trial and test period involving a number of paver cleaning and sealing chemicals, PAVE TECH has now developed a high quality, industrial strength line of products to be used in an integral program that . . . 1) properly prepares

paver surfaces for sealing, 2) provides effective protection against all types of stains, and 3) preserves original color and beauty of both interlocking concrete and brick pavers. 



*Paver Guard sealer, applied on the right half of this pavement section, creates a dramatic difference from the unfinished portion.*



*PAVE TECH recommends a powered roller type of application for sealing, but either high or low pressure sprayers will do the job.*



*Sealer should always be applied starting at the highest elevation of the pavement, working side to side to the bottom of the slope.*



*PAVE TECH's Paving Stone Protection Treatment Program provides "total care" for preservation of original beauty and protection against staining.*

**IF YOU'RE ATTENDING MASONRY EXPO 1990, MAKE PAVE TECH**



**MASONRY  
EXPO**

The new PAVING STONE PROTECTION TREATMENT PROGRAM will be introduced at the upcoming MASONRY EXPO in Phoenix, AZ on February 3-5!

A new four-color, four-page treatment program brochure will be distributed for the first time at PAVE TECH's during the industry-wide Exposition. Products used, recommended practices and benefits resulting from use of the program are amply described. Guide specifications to assist architects, engineers and specification writers in correctly identifying a comprehensive treatment program for paving stones is included. Also included in the Guide are complete instructions for application of the chemicals.



PAVE TECH's exhibit booth at the November, 1989 Landscape Architect's Exposition.

PAVE TECH's 500 square foot exhibit area (Booth 1113) will feature the company's specially designed chemical treatment trailer, which will be open for visitor walk-through.

For those who want to see the dramatic difference PAVE TECH's PAVING STONE PROTECTION TREATMENT PROGRAM brings to interlocking pavers, an in-place paving stone installation on the exhibit floor will emphasize both untreated and treated sections for comparison. ▽

**YOUR FIRST STOP!**

## PAVING STONE PROTECTION TREATMENT PROGRAM<sup>®</sup> PRODUCTS



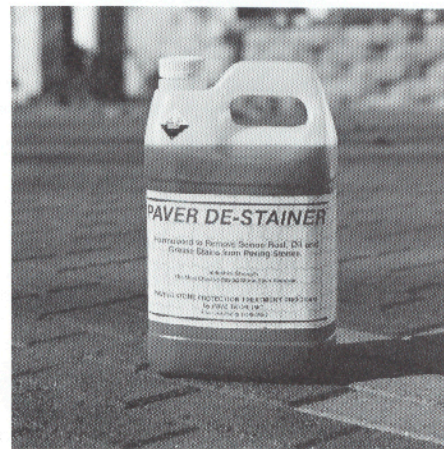
### **PAVER PREP<sup>®</sup>** Efflorescence Cleaner (Concentrate) . . .

For effectively removing tough, white soluble salt efflorescence stains from paving stone and brick pavements. PAVER PREP<sup>®</sup> is an inorganic acid, blended with wetting agents, detergents and corrosion inhibitors, and designed to remove efflorescence without the worry of surface etching or color loss!



### **PAVER GUARD<sup>®</sup>** Sealer . . .

This solvent based acrylic copolymer sealer contains petroleum distillates. It effectively penetrates paver surfaces and dries clear, leaving no milky residue. PAVER GUARD<sup>®</sup> sealer is made of highest quality ingredients to provide long-term protection and color enhancement of all paving stone surfaces.



### **PAVER DE-STAINER<sup>®</sup>** Tough Stain Remover. . .

An extremely potent inorganic acid cleaner, PAVER DE-STAINER<sup>®</sup> is also blended with wetting agents and detergents. It is unsurpassed for removal of tough, dirty stains caused by automotive oils and grease, rust and hard water.

**All products in PAVE TECH'S PAVING  
STONE PROTECTION TREATMENT  
PROGRAM<sup>®</sup> will be sold through paver  
manufacturers only!**

# UEDA Co. Opens Japan Market for PAVE TECH Products!

The Ueda Company, Ltd. of Noboribetsu, Hokkaido, Japan received the first shipment of PAVE EDGE® edging in January, opening the new decade and the beginning of international distribution of PAVE TECH products.

Toshiro Ueda, President and CEO of Ueda Co., and Stephen Jones, President of PAVE TECH, signed a Letter of Intent in November of last year, granting the Ueda Company the exclusive right to manufacture and distribute PAVE EDGE® edging in Japan. Ueda placed an order for over 42,000 lineal feet of PAVE EDGE® along with a supply of air operated spike hammers and a supply of LEXEL adhesive.

The Ueda Company's Concrete Products Group consists of five state-of-the-art manufacturing plants for various precast products and six ready-mix plants that produce annually 250,000 cu. yds. of concrete. Since 1950, Ueda Company has been a pioneer and leader in Japan in the production of reinforced concrete pipe and reinforced concrete curtain walls, concrete pavers and grass paving block, as well as a diversified line of precast concrete flumes, culverts, rain water flow systems and many other concrete products.



**Toshiro Ueda, President and CEO, Ueda Co. Ltd., Japan at the PAVE TECH offices in Minneapolis.**

"Concrete is an essential and important material concerned with our life, including construction of roads, ports, houses and skyscrapers alike, public facilities like dams, tunnels and so on," says Toshiro Ueda. He continues, "Ueda Co., Ltd. is a general enterprise which creates the 21st century with this creative material having unlimited possibilities. As we serve today's needs of our customers, we anticipate tomorrow's needs."

Toshiro is establishing a network of other major paver manufacturers, like himself, throughout Japan for distribution of PAVE EDGE® edging. ▽

**Paver use in Japan is increasing at an unprecedented pace . . . yearly sales have increased from 31,677,931 square feet in 1986 to 54,361,161 square feet in 1988!!**



*Interlocking block*

## Welcome to New PAVE EDGE® Distributors!

Five new PAVE EDGE® Distributors, three in new States added, have joined the growing ranks of PAVE TECH's North American Network of paver manufacturers who stock, promote and sell the world's finest paving stone edging.

**Florida . . . Krehling Industries, Inc., Naples, FL** — 1425 E. Wiggins Pass Road; Phone: 813/597-3162 (in Florida 1-800-262-3162). "Interlocking pavers by Krehling" have become buy words in Southern Florida due to the company's active advertising and marketing programs. Congratulations on their Sweet's Catalog insert. Peter Waltbillig, Vice-President of Krehling, placed an order for the first shipment of PAVE EDGE® into the State of Florida in mid-October.

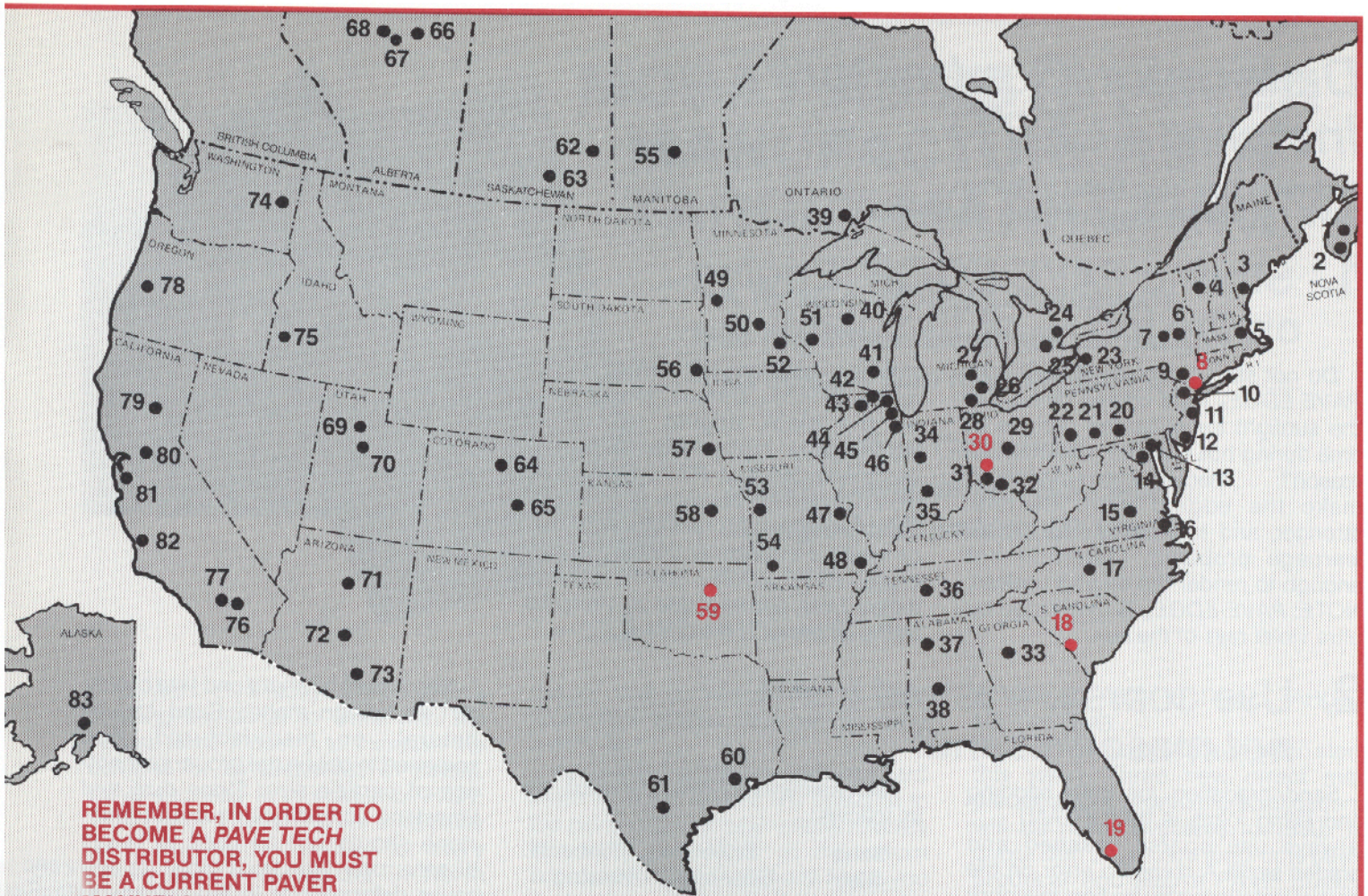
**Oklahoma . . . Chandler Materials Company, Tulsa, OK** — 5805 E. 15th Street; Phone: 918/836-9151. In December, Bob Dyer, Chandler's Sales Manager, started what will quickly become an active and profitable association with PAVE TECH as a new PAVE EDGE® distributor in Oklahoma! Chandler Materials Company, with plants in Tulsa and Ponca City, manufactures concrete block, pipe, as well as pavers, and is also a producer of lightweight aggregate.

**South Carolina . . . Metromont Materials Corp., Spartanburg, SC** — Interstate 85 and New Cut Road; Phone: 803/585-4241. Metromont recently completed installation of a new Zenith paver plant in Spartanburg, with plants also in Anderson and Greenville. They introduced PAVE EDGE® to their paving stone markets by placing an order, the first in South Carolina for 5,000 feet of edging. A.W. (Bill) Cook Jr., Vice President/General Manager, Group III, was instrumental in the new Metromont/PAVE TECH relationship.

**Ohio . . . Wilson Concrete Products, Inc., Centerville, OH** 10075 Sheehan Road; Phone: 513/885-7965. Larry Wilson, President, went a full 9 yards with his Company's first order from PAVE TECH. In addition to 10,000 lineal feet of edging, Wilson placed an order for 192 cartons of 10" spikes, a master pack of LEXEL adhesive and two counter display racks for LEXEL. In addition to their Centerville headquarters, Wilson has sales outlets in West Alexandria, Middleton, Hamilton and Morrow, Ohio, and nearby Richmond, Indiana. Jack Middlestedt is Sales Manager of this large concrete block, patio block and paver manufacturer.

**New York . . . Unilock of New York, Brewster, NY** — International Blvd., Terravest Corporation Park; Phone: 914/278-6700. Joe Kerr is directing overall operations of this new Unilock PAVE EDGE® distributor, the fifth in North America to date. Unilock's new Brewster plant is located in S.E. New York State near the Connecticut border. Gil Knapp is Sales Manager. Welcome to Unilock of N.Y. as well as all the above new paver manufacturer/distributors of PAVE EDGE®.





**REMEMBER, IN ORDER TO  
BECOME A PAVE TECH  
DISTRIBUTOR, YOU MUST  
BE A CURRENT PAVER  
MANUFACTURER.**

## North American Distributors of PAVE EDGE®

US Patent No. 4863307

- |   |   |  |   |
|---|---|--|---|
| 1. L.E. Shaw, Ltd., Lantz, Nova Scotia                | 22. R.I. Lampus Co., Springdale, PA               | 46. Chicago Pavers, Inc., Plainfield, IL           | 65. McKinney Conc. Prod., Pueblo, CO                  |
| 2. South Shore Ready Mix Ltd., Bridgewater, N.S.      | 23. Unilock Buffalo, Inc., Buffalo, NY            | 47. Kirchner Industries, Inc., Bridgeton, MO       | 66. Expocrete, Inc., Spruce Grove, (Edmonton) Alberta |
| 3. Genest Concrete Works, Inc., Sanford, ME           | 24. Unilock Ltd., Georgetown, Ont.                | 48. Hedrick Conc. Prod., Sikeston, MO              | 67. Canadian Paving Stone, Ltd., Edmonton, Alberta    |
| 4. S.T. Griswold Co., Williston, VT                   | 25. Pavestone Plus, Kitchener, Ontario            | 49. Fergus Concrete Prod., Fergus Falls, MN        | 68. St. Albert Precast, St. Albert, Alberta           |
| 5. Ideal Concrete Block Co., Waltham, MA              | 26. Unilock Michigan, Inc., Brighton, MI          | 50. Borgert Products, Inc., St. Joseph, MN         | 69. Buehner Block Co., Salt Lake City, UT             |
| 6. Dagostino Bldg. Blocks, Inc., Schenectady, NY      | 27. Grand Blanc Cement Prod., Grand Blanc, MI     | 51. Fehr Concrete Products, Eau Claire, WI         | 70. Lehi Block Co., Lehi, UT                          |
| 7. Grandview Block & Supply Co. Inc., Schenectady, NY | 28. Fendt Bldrs. Supply, Farmington Hills, MI     | 52. Shiely Masonry Prod., Maple Grove, MN          | 71. Block-Lite, Flagstaff, AZ                         |
| 8. Unilock New York, Brewster, NY                     | 29. Columbus Conc. Prod., Columbus, OH            | 53. Barbour Conc. Prod., Independence, MO          | 72. Muller Supply Co., Tempe, AZ                      |
| 9. 3-D Block Co., Inc. Monticello, NY                 | 30. Wilson Concrete Prod., Inc., Centerville, OH  | 54. Nattinger Materials Co., Springfield, MO       | 73. Stewart Block Company, Tucson, AZ                 |
| 10. Grinnell Conc. Paving Stones, Sparta, NJ          | 31. Interpave Corp., Cincinnati, OH               | 55. Midland Concrete Prod., Winnipeg, Man.         | 74. Layrite Products Co., Spokane, WA                 |
| 11. Anchor Concrete Products, Bricktown, NJ           | 32. Paverlock, Cincinnati, OH                     | 56. Gage Bros. Concrete Products, Sioux Falls, SD  | 75. Builders Masonry Prod., Meridian, ID              |
| 12. E.P. Henry Co., Woodbury, NJ                      | 33. Paverlock of Georgia, Lithonia, GA            | 57. Watkins Concrete Block, Omaha, NE              | 76. Muller Supply Co., Banning, CA                    |
| 13. Capitol Conc. Co., (Glen Gery), Laurel, MD        | 34. Irvin's Conc. Prod. & Supply, Lafayette, IN   | 58. Capitol Concrete Prod. Inc., Topeka, KS        | 77. Perma-Concrete, Moreno Valley, CA                 |
| 14. Balcon, Inc., Baltimore, MD                       | 35. Hessit Works, Freedom, IN                     | 59. Chandler Materials Co., Tulsa, OK              | 78. Willamette-Graystone, Inc., Eugene, OR            |
| 15. Tarmac-Virginia, Inc., Prince George, VA          | 36. Nashville Block Co., Nashville, TN            | 60. Paverlock of Texas, Houston, TX                | 79. Kratzer Precast Supply, Penn Valley, CA           |
| 16. Interlock Paving Systems, Hampton, VA             | 37. Superock Block Co., Birmingham, AL            | 61. Alamo Concrete Pavers, San Antonio, TX         | 80. Muller Supply Co., Lodi, CA                       |
| 17. Goria Enterprises, Inc., Greensboro, NC           | 38. SRM/Selma Inc./Con Pave, Selma, AL            | 62. Yorkton Concrete Products Ltd., Yorkton, Sask. | 81. Pacific Interlocking Paving Stones, Cupertino, CA |
| 18. Metromont Materials Corp., Spartanburg, SC        | 39. Miller Precast Ltd., Thunder Bay, Ont.        | 63. Cindercrete Products, Ltd., Regina, Sask.      | 82. Airvol Block Company, San Luis Obispo, CA         |
| 19. Krehling Industries, Inc., Naples, FL             | 40. Wausau Tile, Wausau, WI                       | 64. Clalite, Inc., Denver, CO                      | 83. Anchorage Sd. & Gr. Co., Anchorage, AK            |
| 20. Hanover Architectural Products, Hanover, PA       | 41. Bend Industries, West Bend, WI                |  |   |
| 21. Nitterhouse Conc. Prod., Chambersburg, PA         | 42. Paveloc Industries, Algonquin, IL             |  |   |
|   | 43. Rockford Cement Prod., Rockford, IL           |  |   |
|   | 44. Unilock Chicago, Inc., Aurora, IL             |  |   |
|   | 45. Bend Industries Inc./Ampress, Des Plaines, IL |  |   |

# Distributor/Contractor/ Installer ALERT!

Technical Tips from Bob Lindstrom,  
PAVE TECH's Manager of Paver Installation

## 1. Storing PAVE EDGE® Edging . . . on the job — at the plant!

Do not store unbanded bundles of PAVE EDGE® rigid edging directly in the sunlight for extended periods of time during hot summer months! The reason? . . . Recent improvements to make the edging more flexible, stronger, and less brittle, can create warpage problems (although not enough to render the edging useless. NOTE: PAVE EDGE® is unaffected by ultra violet rays of the sun.

When ambient air temperatures reach 85-90°F., surface temperatures on the black edging can reach significantly higher readings. It is recommended that PAVE EDGE® be stored under the job trailer or in shaded areas on the job; in racks or bins and/or inside a building at the plant. In all cases, PAVE EDGE® should be protected from damage due to vehicular traffic wherever it is stored. ▽



## 2. Use coarse, washed sand, not mason's sand!

Sand gradation for both bedding and filling joints is IMPORTANT . . . Always use coarse, washed and graded sand! A common error on the part of installers is to use fine, masonry sand for bedding and joints. Too fine a sand leads to deformation and a wavy appearance of the surface of the pavement. Fine sand does not "lock" in the joints, and can be more easily washed out by man, or mother nature, compared to coarse graded sand.

Sharp, clean bedding/joint sand should conform to ASTM C-33.

Requirements of this Standard are as follows:

Seive Size	Seive Opening	% (Percent) Passing
3/8"	(9.5 mm)	100
No. 4	(4.75 mm)	95-100
No. 8	(2.36 mm)	80-100
No. 16	(1.18 mm)	50-85
No. 30	(.59 mm)	25-60
No. 50	(.297 mm)	10-30
No. 100	(.149 mm)	2-10

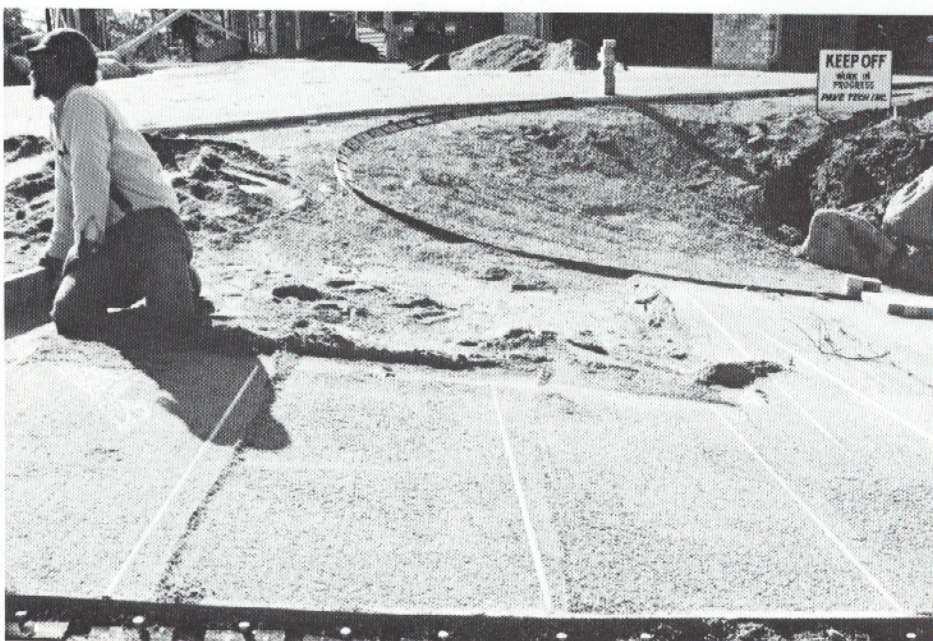
NOTE: There is a range of percentages passing through each seive. Check with sand suppliers for a copy of their seive analyses.

Sand must be sharp and free of clay, dirt or foreign matter. Sand can be natural, or manufactured, and screened to obtain the proper percentage of particle size. Stone dust and limestone screenings from soft limestone should not be used as it will dissolve over time from moisture and cause deformations in the pavement. "Hard" sands are preferable to "soft" sands which tend to pulverize into finer yet particles under traffic loads. ▽

## 3. Sealing Pavers Around Pools... BEWARE!

The primary purposes of sealing pavers (inside or out) are to protect them from staining and to enhance the colors for long wearing beauty. Sealers slow the oxidation of colors, thereby adding life to their brightness.

Around swimming pools, however, the "do not's" outweigh the do's!" Because water is usually present, by sealing the texture and porosity of pavers at poolside, particularly after reapplication every two years, you will be creating a slippery condition that will be dangerous! Also, sealed and shiny dark surfaces absorb the sun's rays sufficiently to cause severe "hot foot" burns. Water based sealers, all too often mistakenly used in these areas, will cause a dull, milky surface appearance on the pavers when constantly exposed to water splash and dripping. ▽





# MOBAY ASSISTS PAVER MANUFACTURERS IN TARGET MARKETING

A recap of Mobay Corporation's 1990 municipal direct mail campaign that co-op's with manufacturers. . .

by Paul Croushore  
Market Development Specialist  
Inorganic Chemicals Division

As part of Mobay Corporation's ongoing campaign to work with the paving stone industry to increase the demand for an awareness of pavers, we've enclosed in this issue of *PAVE TECH Edge* a sample of our third paver direct mail piece produced for every paving stone manufacturer in North America to make use of. You do not have to be a user of Bayferrox iron oxide pigments to participate in this program.

The Mobay marketing program for 1990 for pavers is an opportunity every producer and installer should take advantage of. Thirty-nine manufacturers and/or installers from across the continent are already participating in this latest campaign, but there are many of you out there that are not. A whopping 86,000 copies of this new municipal mailer have already been printed.

Here's how these campaigns work: for only 15¢ each, Mobay will send to you the quantity of pieces you order, imprinted in two places — the boxes marked "Manufacturer's Name Here" — with your company's name and address. This makes each piece appear to whoever you send this to as though it was produced by your company. All you do then is seal it, apply a mailing label and necessary postage (either first class mail or bulk delivery, depending upon how you conduct your campaign), and send out the mailer.

You will notice each piece has a postcard attached (postage prepaid by Mobay) that the recipient can fill out to receive more information about pavers. Mobay responds to each inquiry

quickly with a "Perfect Way to Pave" keychain and their own generic paver brochure.

After they respond to each postcard inquiry, Mobay returns the postcard to the paver manufacturer whose address has been preprinted in the return address box on the postcard. Since you sent out the piece in the first place, you get the sales lead. These cards are very hot sales prospects for your products and should be given top sales priority.


In addition to the mail campaign you will be conducting locally, Mobay will be running their own mailing to nearly 10,000 people nationwide, which includes recipients of *Public Works* magazine and other individuals on our mailing list who over the years have shown an interest in pavers.

Direct mail is one of the best marketing tools available. But, in order for a direct mail campaign to be really effective, a quality mailing list is imperative. Mobay purchased its list through our advertising agency; it includes municipal engineers, contractors, and parks and recreation officials who receive *Public Works* magazine. John Dickson of Genet Concrete in Sanford, Maine (a *PAVE EDGE* distributor) took Mobay's advice and purchased a mailing list. John got real smart and contacted the Maine Municipal Association.

For \$24.95, he received a complete list of the 499 public works officials from all of the municipalities

in Maine! THIS IS REAL TARGET MARKETING.

What else does Mobay have in store this year? Three new direct mail pieces about municipal applications will be made available in 1990. To quote Don Lampus, a long-time paver producer and also a *PAVE EDGE* distributor, "repetition is recognition." And, to really reinforce these mailers, a new four-color advertisement for pavers will be featured six times in 1990 in *Public Works* magazine. THIS IS REAL TARGET MARKETING!

Shouldn't you be participating in our next campaign? Call Paul Croushore at (412) 777-7596. I will put you on our mailing list to receive information on future direct mail campaigns. It's appropriate for paver manufacturers and installers. It's easy to do. Affordable and effective! 

**Bayferrox**  
synthetic iron oxide pigments

Yes, pavers could be the key to my next project. Please send me more information about pavers. And my "Perfect Way to Pave" key chain.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_

DMG

# PAVE TECH Expands Staff to Increase Support

PAVE TECH, INC., manufacturer of PAVE EDGE® paving stone edge restraint system, announces a reorganization to increase support to the paving stone industry. Dale Sopkowiak has been promoted to Sales Manager.



Dale Sopkowiak

Dale has extensive experience in all aspects of PAVE TECH operations and will now be concentrating efforts on increasing service to PAVE TECH's distributor network throughout the world.

According to Stephen Jones, president of PAVE TECH, this staffing enhancement will better enable PAVE TECH to meet its objective of providing Advanced Paving Technology to the paving stone industry. ▽

## SWEET's

(Continued from page 1)

Product information that is technically accurate, detailed, with up-to-date specification information, is a vital part of the selection process by architects and contractors throughout the North American design and build communities.

The PAVE EDGE® four-page, four-color product brochure is included in all the major USA and Canadian SWEET's FILES.

### WHAT DOES THIS MEAN TO YOU?

- "Your" catalog on the edging you sell, PAVE EDGE®, is part of this huge catalog file distribution to over 95% of the dollar volume of the North American construction market!
- When your sales force talks business (on the phone or in person) the common reference to "your" SWEET's file catalog can save valuable time, avoid confusion and promote sales.
- Quick and easy access to guide specifications by architects and specifiers will simplify the choice of edging to be used on paver projects across North America. So that your sales force gets the most out of SWEET's, please make sure that everyone . . .
- Knows that this catalog will be referenced by their top prospects and customers every working day of the year — even when a sales rep or an individual catalog can't be found.

- Knows, this catalog thoroughly.
- Knows, by its SWEET's catalog code number, precisely where "your" catalog is located in the file(s).
- Takes advantage of the opportunity to use SWEET's Confidential Market List. Since it identifies and locates all key buying influences who receive your catalog in SWEET's, it offers them an incredible prospecting base!

By the inclusion of the PAVE EDGE® catalog in SWEET's for 1990, your sales force has access to a wide range of marketing support services including:

1. AUTOMATED BUYLINE . . . this links your sales reps and your best prospects (wherever they're located) via a fully interactive system that uses touch-tone telephone signals, with no cost to either party!
2. MARKET LISTS/MAILING LABELS . . . SWEET's market list is a highly confidential, carefully researched complimentary list of all those who receive the PAVE EDGE® catalog in SWEET's. For direct mail, you can order this list in label form for a very nominal cost!

SWEET's is part of the McGraw-Hill Information Services Company; for more information on its support services, or SWEET's catalog file distribution of PAVE EDGE®, and what all of this can mean regarding selling opportunities for your company, contact Tom Eggen, EDGE Newsletter editor at 612/881-5773. ▽

To the Editor,

### PAVE TECH EDGE

## Re: Newsletter Mailing List

I am sending a list of architects who design paving stone installations and/or a list of paving stone contractors. Please add them to the EDGE newsletter mailing list. When compiling list, please include all information listed below.

Name \_\_\_\_\_ Title \_\_\_\_\_

Type of Business \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip \_\_\_\_\_

Phone No. \_\_\_\_\_

## It's Easy to Reach PAVE TECH!

**Call:** 1-800 PAV TEC  
1-800-728-3832  
1-612-881-5773  
1-612 881-2169 (FAX)

### OR, Write to us at:

PAVE TECH, INC.  
P.O. Box 31126  
Bloomington, MN 55431