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Pitch Black® Sealcoat: MADE TO LAST

Building on their history of quality and integrity

With Pitch Black® plants popping up across the U.S. this past year, Pitch Black® still remains one of the fastest growing asphalt emulsion sealcoat products in the industry. Last July, we interviewed the founder of the Pitch Black® formula and owner of U.S. Seal International Inc., Robb Archie. Exactly one year later, he's back to share his thoughts on the importance of quality in the industry and how you'll be seeing more of Pitch Black® in your area soon!

Last time you were here, you talked about the history of Pitch Black® and your family's legacy in the industry. It sounds like Pitch Black® has had a successful year. Tell us what you've been up to. We have been fortunate to experience a growing year despite the overall economy. We now have eight plants nationwide in Orlando, Fla., Atlanta, Ga., Minneapolis, Minn., Chicago, Ill., Denver, Colo., Reno, Nev., Blackfoot, Ind., and Albuquerque, N. Mex. We also have three more in the works in Florida, Arizona and Washington and have had some international prospects as well. Not only are Pitch Black® plants in high demand but we get calls every day for people looking to buy Pitch Black® sealcoat as well. There are also still opportunities to buy Pitch Black® plants.

It looks like you guys had a lot of fun with this most recent photo shoot. How did you come up with the idea? Yes, we had a lot of fun with it. My youngest son Joe came up with the header, "MADE TO LAST" since Pitch Black is a high-quality sealcoat that's made to last longer than other sealcoat products. It's a 4th of July issue, so we chose a patriotic 1940s theme – back to the "good 'ole days." It was when things were made with superior quality and everyone took a huge sense of pride in what they produced. I have a photo of my father and grandfather at that time which brought the greatest generation to mind. My dad would have laughed because I look a lot like him in that photo. My son Anthony is the one dressed in an authentic 1940s Marine Corporal WWII uniform. He was honored to wear it since he himself was a U.S. Marine combat veteran who served two tours in Iraq. We truly believe we



operate our business with quality and integrity like the "good 'ole days." We value our family's history and reputation for quality and integrity in the industry and we plan to continue that legacy. (We want to give a special thank you to Dave Reynolds who let us borrow that amazing vehicle and Barry Wallace - Wallace Photography.)

That seems to be the core of your company marketing – quality and integrity. Do you feel that's what's important to contractors now or is price the main concern? We've definitely seen a major decline in the quality of material out there. People shouldn't accept a lesser product as an economical substitute. My dad always used to say, "You get what you pay for when they use the 'money wand' (the water hose)." I believe it's become an accepted practice for some to water down their material to keep costs low and increase profits. As we all know, the price of oil, fuel, etc. have gone up steadily since the economic downturn. So we should be asking ourselves how some sealcoat products are sold and some jobs are bid at yesterday's prices. The answer is simple – the money wand. There are a lot of quality contractors in this business who are being undercut by others that aren't even making a profit. We know they're in a dilemma between quality vs. costs. Contractors should cut costs by streamlining their company (go home-based for awhile, answer their own calls, etc.) but they should *not* cut the quality of their work. Customers usually only make the mistake of

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WHEN IT COMES TO ASPHALT, WE'VE GOT IT COVERED.

EXCLUSIVE MANUFACTURERS OF PITCH BLACK® ASPHALT EMULSION SEALCOAT PLANTS

PITCH BLACK® ASPHALT EMULSION SEALCOAT

Pitch Black® is non-toxic, non-flammable and the perfect eco-friendly alternative to coal tar. It can be applied on any asphalt surface including malls, driveways, parking lots, shopping centers, schools, playgrounds, airports, etc.



Upper Midwest Sealcoat Manufacturing
Minneapolis, Minnesota

BUILD YOUR COMPANY ON A BRAND YOU CAN TRUST

Pitch Black® has been used for over 25 years. We have the loyal customer base to prove it. With the Pitch Black® asphalt emulsion sealcoat formula, you'll get better performance from your sealcoat and protect the reputation of your company. The best way to know the quality of a sealcoat is to test it yourself. Our manufacturers can send you a sample upon request. We know that the Pitch Black® reputation speaks for itself. For reliable, durable, high-quality, and well-proven sealcoat material, look no further than Pitch Black®. Go to www.GoPitchBlack.com to see a complete list of manufacturers. Or, become a Pitch Black® plant owner yourself and seal your road to success! U.S. Seal international is the official licensor of the Pitch Black® asphalt emulsion sealcoat formula that's changing the industry.



Extreme Sealcoating & Supplies, LLC - Denver, Colorado

We work with our plant owners and help them set up their suppliers to ensure the Pitch Black® formula they produce is consistent with our quality requirements.

PITCH BLACK® PLANT OWNERS RECEIVE:

- ▶▶ Pitch Black® asphalt emulsion sealcoat formula license
- ▶▶ Plant setup and operations
- ▶▶ Total ownership of your operation
- ▶▶ Quality control
- ▶▶ Exclusive territories available
- ▶▶ Technical support & on-site training of personnel
- ▶▶ Detailed outline of the sealcoat manufacturing process
- ▶▶ Pitch Black® technical bulletin and MSDS sheets
- ▶▶ All forms, calibration sheets, and other info for your plant
- ▶▶ Customizable sales and marketing brochures



Extreme Sealcoating & Supplies, LLC
Denver, Colorado



Sealcoat Distributing, LLC - Blackfoot, Idaho

Owning a Pitch Black® plant is the road to your success. Start controlling the costs and quality of your material. Build on a brand you can trust.

PITCH BLACK® MANUFACTURERS:

- ▶▶ Albuquerque, NM - (239) 281-7749 - Southern States Supply LLC
- ▶▶ Atlanta, GA - (404) 699-2888 - American Sealcoat Manufacturing LLC
- ▶▶ Blackfoot, ID - (208) 243-0124 - Sealcoat Distributing LLC
- ▶▶ Blaine, MN - (763) 780-3535 - Upper Midwest Sealcoat Manufacturing LLC
- ▶▶ Chicago, IL - (630) 986-8686 - Upper Midwest Sealcoat Manufacturing LLC
- ▶▶ Denver, CO - (720) 454-6140 - Extreme Sealcoating & Supplies LLC
- ▶▶ Orlando, FL - (407) 575-7125 - Southern States Supply LLC
- ▶▶ Reno, NV - (775) 827-5666 - Asphalt Protectors Inc



CHECK OUT OUR ALL NEW PITCH BLACK® WEBSITE!

Learn more about Pitch Black®, view specs or contact us about owning a Pitch Black® plant. | www.GoPitchBlack.com

Pitch Black Seal-coat transforms a lot.



going for a cheaper bid once. It's the companies that refused to compromise and maintained higher product quality and service that the customers remember.

Has Pitch Black® had to deal with these types of quality issues? Yes, we have. As you may know, U.S. Seal International Inc. is our company that manufactures Pitch Black® asphalt emulsion sealcoat plants and leases the Pitch Black® formula to a family of Pitch Black® manufacturers. We have strict standards our manufacturers must follow when producing Pitch Black® and the same applies to the suppliers they use. All manufacturers must sign contracts that require them to use specific proprietary ingredients. In the past, we've had licensees that attempted to change ingredients, which we felt compromised the quality of the product and the reputation of our brand. When we learned what was happening, we had to take legal action. When situations like this arise, we first try to solve the issue with our manufacturer. But if it's ever a blatant disregard for quality and integrity, we have no choice but to take legal action. All of our manufacturers look to us to protect the Pitch Black® brand and in turn, their reputation. Since Pitch Black® is nationwide, U.S. Seal International Inc. (the company that owns the Pitch Black® formula) takes its duty seriously to protect the reputation of its manufacturers, distributors, contractors and the end user.

How do you "prove" Pitch Black® is a high-quality product? We provide samples because our material sells itself. We believe in it. I used it for many years when I was a contractor and we've done nothing but improve it every day since. Our manufacturers sell millions of gallons a year of Pitch Black® and demand continues to grow. A creative marketing campaign, promises of franchise profit and matching polos don't guarantee quality. Contractors are smart! They know a good product because they test it...and if they don't....they will the next time. Some of our competitors have tried

to say Pitch Black® isn't a "proven" formula. But it's been used for more than 25 years on every type of asphalt pavement including commercial, industrial and residential sites in every type of climate. Pitch Black® was introduced on the West Coast, which had contractors' boards and regulatory agencies that required contractors to be licensed and bonded. Companies who misled customers lost their licenses. We should wonder why a majority of the U.S. doesn't have those regulations in place. Some of our competitors have tried to reverse-engineer our formula. When that's happening, you know you have something great. They can try, but a lot goes into making Pitch Black®. It's not just the ingredients or the process that makes Pitch Black® great. We want ethical manufacturers making an amazing product that customers have to have...or it's just not good enough.

What does the future hold for Pitch Black®? We'll pursue continuous improvements, new products and help educate our customers on quality and the proper use of Pitch Black®. There are still territories available for future Pitch Black® plant owners. Those interested should call so they can better understand what building a Pitch Black® plant entails. We have a new website coming out at www.GoPitchBlack.com. You'll see more marketing and more Pitch Black® plants. We plan to elevate the industry and motivate customers to demand higher quality products. We have fun with what we do (like the photo shoot) but we're a serious company with a high-quality product. We still believe we're changing the industry one gallon of seal at a time. We value our relationships in the industry and plan to coexist with competitors. We've worked hard to get here and we're here to stay because Pitch Black® truly is MADE TO LAST.

Read more of this interview, please visit our website: www.callape.com.

