

NEWS RELEASE



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GALLAGHER ASPHALT CORP. WINS NATIONAL AWARD FOR OUTSTANDING BROCHURE

Lanham, Md. — The National Asphalt Pavement Association (NAPA) announced today that Gallagher Asphalt Corp., of Thornton, Ill., is the winner of the 2016 Outstanding Brochure Award. The company was recognized Monday, July 17, at a ceremony honoring the Operational Excellence Award recipients during the NAPA Midyear Meeting in Chicago.

“NAPA members strive for excellence beyond constructing high-quality asphalt pavements. The five categories of the Operational Excellence Awards — Asphalt Operations Safety Innovation, Community Involvement, Ecological, Outstanding Brochure, and Outstanding Website — recognize a company’s commitment to operations that make them good contractors, good industry ambassadors, and good neighbors,” said NAPA Chairman Dan Gallagher.

The Outstanding Brochure Award recognizes brochures published to promote the asphalt pavement industry. Brochures are judged on content, writing effectiveness, articulation of customer benefits, and industry promotion.

Gallagher Asphalt Corp. created its company brochure to underscore that it is the only asphalt pavement contractor in Illinois to receive all three applicable Diamond Commendations — Diamond Achievement, Quality, and Paving. The Diamond Commendations are self-assessments that recognize the use of best practices in operations at the asphalt plant, in the asphalt lab, and on the paving crew. The brochure explains how and why companies get the commendations.

“We felt like this was an opportunity to communicate our point of difference in the market,” said company Vice President Patrick Gallagher. “It’s just a matter of time before there’s another contractor that can make the same claim. Until then, we are the only ones.”

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The brochure travels with project managers when they meet prospective customers and is used by Gallagher's retail sales people. It is a way to differentiate Gallagher from other producers.

"For so many of those retail customers that are price sensitive, we want them to understand that there's more to a company than being the lowest price. We are more quality conscious and service-oriented," Gallagher said. "The goal of the brochure is to communicate to potential customers that Gallagher delivers peace of mind. "It's about trust and reputation with the customers; not just price.

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The National Asphalt Pavement Association (NAPA) is the only trade association that exclusively represents the interests of the asphalt producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations. NAPA supports an active research program designed to improve the quality of asphalt pavements and paving techniques used in the construction of roads, streets, highways, parking lots, airports, and environmental and recreational facilities. The association provides technical, educational, and marketing materials and information to its members; supplies product information to users and specifiers of paving materials; and conducts training courses. The association, which counts more than 1,100 companies as members, was founded in 1955.