

## Why Should I buy Tuff Coat?

To us it is more a question of, “Why would anyone spend their hard earned money on anything else?”

Below is a comprehensive list of advantages of doing business with Seal Coat Supply Inc. and why Tuff Coat is simply the finest asphalt sealer made:

### **Service:**

We take pride in our service. Although it is greatly appreciated to have as much notice as possible when placing orders, we have always done extremely well at making deliveries in a pinch, and always have product available with no call ahead required or expected. When you want it, you get it! We don't believe any other supplier can honestly make a claim so bold.

We have been in business from our Layton plant since 1989 and our main focus is in manufacturing the highest possible quality sealcoat on the market. We are a fairly small company with only a handful of employees – all of which are very experienced and happy to share our invaluable knowledge with our customers.

We are willing to go the extra mile for our customers.

### **Our Formulas:**

At Seal Coat Supply we have developed and are the owners of our unique and proprietary formulas.

We have our own lab on our property where we routinely run quality control tests, and run research and development testing.

We have an absolute understanding of every ingredient and component due to the fact that we own and developed our own formulas. In other words we know why every ingredient and its specific amount are in the formulas and what each one is doing.

We mill (manufacture) our own proprietary formula of emulsion at our plant. We have found this to be the only way to reproduce a consistent product batch after batch the whole sealcoating season long. In the past, we purchased emulsions made outside of our facility but the consistency would tend to vary more then our strict tolerances allow. The emulsion is the backbone to the sealcoat. It acts as a binder and gives the sealcoat a waterproofing ability, among other things. The emulsion formula that we make at Seal Coat Supply is one of a kind that cannot be found anywhere else in the world. We spend a premium price on our base asphalt source in order to use a premium product with outstanding consistency and ability to emulsify. We could easily purchase more locally

available asphalt sources for less cost but we are all about quality and consistency and we feel that it shows in our end product.

When developing our sealcoat formula, we wanted to produce a product that covered all the bases such as: superior dry time, good storing/shipping ability, great body/thickness, black, flexible, durable, long lasting, safe/devoid of dangerous chemicals, easy to spread and spray, ability to resist bacterial growth and swelling, and an ionic friendly formula – just to name a few. We believe we achieved our goals!

We feel that our formulation is 100% complete and ready to go when you buy it. Meaning there is absolutely no need for any additional additives such as sand or aftermarket additives; we recommend that you don't spend your hard earned money on additives. In our testing we have found that although the expensive post additives which are becoming increasingly popular don't have a significant negative impact on product performance, they certainly don't bring advantages either – certainly not to warrant the additional expense. We believe in making and selling a product that we can be proud of that is fully complete without a need for any additional additives. When we have done side by side comparisons of our sealcoat straight from our storage tanks, next to our sealcoat with aftermarket additives added at their manufacturer recommended mix ratios, the only differences we noticed were the samples with additives dry slightly slower than our standard, unadulterated sealcoat. Simply put, we believe that sealcoat can be made and sold right, right from the manufacturing plant, and when done correctly and consistently as we do at Seal Coat Supply there is just no need to spend any extra time, effort, or money on post additive ingredients. Please feel free to run your own comparison tests. We are confident that you will find that the major differences are unnecessarily added cost and labor.

Our product consistency is simply the best! Every component that goes into our mix is weighed or metered a minimum of two times. Every ingredient has its own scale or meter so that we know precisely what amount is being moved. Additionally, our mixer is sitting on a top-of-the-line scale allowing us to precisely weigh every ingredient as it enters the mixer. This process of double checking everything is carried through with every component of our mix allowing us an unparalleled level of confidence in our consistency.

Our sealcoat uses only the best mineral fillers available. Many mineral fillers support the life and growth of bacteria and fungus. We have gone to great lengths to test and avoid any fillers that have a tendency to support the life and growth of microbial critters. The vast majority of our mineral filler is made of true, finely crushed slate from Northern California. It is fairly expensive and fairly difficult to purchase large quantities of real slate. However, we consider it to be well worth it in order to achieve a very long lasting durable finished product. Many sealcoat manufacturers and slate suppliers claim to be using slate when what they are selling is actually a softer material such as shale and even types of clay. We have a very close, long-standing relationship with our slate supplier ensuring us consistent delivery; allowing us to reproduce the same consistent material batch after batch. Many of our competitors are unable to even secure consistent

shipments of Northern California derived slate. Some advantages of using a true slate include: Millions of finely crushed flat shaped particles that lay flat on the ground enabling the filler to stay embedded within the dried sealcoat matrix thereby reducing roll out. Sealcoats made using large quantities of sand are full of round particles that can and do have a tendency to roll out as time progresses. Slate, as opposed to shale or clay, has a much harder mineral profile (as in the mohs hardness scale) which increases the wear time considerably.

We are one of the few sealcoat manufacturers to produce a 60% solids sealcoat. Most suppliers are somewhere below 60%. You can see the difference in the weight; our sealer weighs in at around 11.4 pounds a gallon. This heavy product limits the volume that we are able to ship however we feel that the performance and durability more than make up for the shipping restraints. We encourage our customers to compare our product with our competitors so that you may see the difference. The spec sheets alone should be very telling. When comparing, please demand a 60% minimum residue, 11 plus pounds per gallon product.

We at Seal Coat Supply believe our current formulation to be far superior in every way to any other emulsion based sealcoat in our past or any emulsion based sealer that we have had the pleasure to observe from any competitors. We also believe our service and availability far surpass that of any other sealcoat suppliers. It is our hope and belief that you too will find our sealcoat to be the top performing emulsion based sealcoat that money can buy.