

PASSING PRODUCT TESTING: ECO-GREEN ASPHALT COVERS ALL THE BASES WITH THE MAJORS- AND POTHOLES TOO

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The largest orders of the revolutionary eco-smart cold asphalt, GREENPATCH, come from city, county and state public works departments and major utility companies. Earning procurement approval means much more than 'closing a deal'-- every WIN marks another touchdown for the product's integrity. GreenPatch garners industry recognition as each new user approval was won through individual and extensive application testing, budgetary review and a battery of time-sensitive product benefits analyses.

Con Edison, a major power company for NYC who often applies street repaving material after conducting repairs and installations, has recently concluded the testing of GreenPatch and has named it their new product of choice. "We've been using GreenPatch for eight months to repair pavement that was cut for utility work. It stands up to Manhattan traffic as well as the products we used in the past," said Mark Sullivan, field operations planner for Con Edison. "This is one example of how Con Edison is actively striving for environmental excellence. We believe that protecting the environment makes good business sense."



**GLENN SHAPIRO (L) and Mount Vernon
Mayor CLINTON YOUNG (R): endorsing GreenPatch
as the city's official road repair material (8/13/09)**



Unlike consumer end products that rely on a small number of common reception points, each industrial end user of GreenPatch's road repair market has their own regulatory standards. "Many of these agencies take up to a year of testing before they approve our product," states Dario Amicucci, president of Cold Mix Manufacturing, producer of the GreenPatch line. "It usually starts with sending official product specs and certifications - like VOC (Volatile Organic Compounds) analysis reports to confirm that we meet their state or city's regulatory guidelines. Once we pass that, then we get to send material samples for them to try out where it takes months for them to review and prove that our product is solid."

In the spring of 2008, the National Green Energy Council endorsed GREENPATCH for its modern and intelligent product design-- exceeding the environmental, technical and economical standards for all end users. This non-toxic asphalt substitute has become the new visionary flagship for many municipal and commercial purchasers and manufacturers alike. GreenPatch responds perfectly to cities with major pothole problems that need a cost-effective and permanent repair solution- while satisfying the current health, safety and sustainability ambitions.

As a reflection of the growing trend in conscientious business upgrades, an ever-growing list of Greenpatch testers, both from the private and municipal sectors, have all conducted strict quality reviews and required competitive pricing guidelines. They have all tested and approved GreenPatch for widespread operational use and most are current users of the product.

- The NYC Department of Environmental Protection (DEP)
- Westchester County DPW
- Stanford, CT City Highway Dept.
- Metropolitan District Commission in Hartford, CT (The MDC)
- Con Edison- major NYC power company
- U.P.S.C.O. (supplier to utility companies)
- Mt. Vernon Commission of Public Works
- NJ American Water Company
- NJ Dept. of Transportation- approved
- NYS Dept of Transportation- approved

Getting the ear of the municipal leaders presents a special "pitcher". Former State Senator Nicholas Spano, now a professional lobbyist, promotes GreenPatch to NY legislators and explains that getting a product passed through the

proper channels requires a firm understanding of the legislative system. He describes the many obstacles, doorways and 'work-arounds' to get product information to the right leaders. "... you know you've got a great product when they approve you because... it's a triple crown win... when you meet the three major standards-- environmental, technical and cost-effective!"

GreenPatch continues its nationwide campaign to promote their eco-friendly mission and is currently under testing with many agencies and companies throughout the northeast and Midwestern states. Due to its chemical design, it is noted that GreenPatch continues to pass every single state regulatory testing to date.

UPSCO: SPEEDING UP THE TESTING PHASE

Sparkling the end user's confidence to evaluate this visionary product often relies upon the integrity of the reference- where word of mouth can be the most powerful marketing vehicle. Such is the case with UPSCO- a major international supply distributor of the most current technologies for the national gas and other underground utility industries.

Dan Pajak, President of UPSCO raves about the newest inductee to his product line that is now being promoted in the Northeast U.S. and Europe. "It all started with our contact at National Grid who alerted us to check out and get involved with this new product called GreenPatch—they believed we're just the distributor to service National Grid and promote GreenPatch throughout the industry," says Pajak. "We found that most products that promote a green initiative are 'green' only in the manufacturing stage or have recycled packaging... this is a rare occasion where the product itself is really what's making the difference (and) a direct impact on the environment by preventing the many damaging effects that the conventional cold patch has had to our water supply, our soil and our air. Greenpatch really has tremendous potential to make a significant difference!"



Since its first boost from National Grid (who now has GreenPatch in the procurement phase of evaluation) UPSCO took on GreenPatch based on some very credible references. From its DOT approvals and VOC certificates to countless endorsements and media coverage, convincing Pajak to take on the green asphalt patch took next to little time.

Chris Roberts, Managing Director of Upsco Europe describes the complex review process here and abroad. "Our clients now get GreenPatch in sample form where they put it through a variety of lab and field testing," Roberts says. "...we're currently in England and Ireland presenting the product where Highways' Authorities dictate a two year trial period for approval as a permanent application. Such is the interest in GreenPatch that a number of authorities very quickly registered interest in participating with the trials. In the meantime ...private works and DIY markets will be explored."

UPSCO continues to promote GreenPatch to all electric, telecommunications, water, sewer and other excavation-related industries throughout the U.S. and abroad. Their goal as "change agents" is to bring on innovative technologies that's safer, more reliable and cost-effective. "We don't take on competitive lines, we believe in what we sell and we're very passionate about it."

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