

# AQUAPHALT®

permanent repair for asphalt + concrete



Ranked #1 by Consumer Reports!

Aquaphalt is a permanent eco-friendly patch material for asphalt and concrete manufactured in Charlottesville, Virginia and distributed to ACE coop members through the ACE Retail Support Center (RSC) network. Target markets for Aquaphalt include State Departments of Transportation, municipalities, government agencies, schools and universities, property management firms, asphalt maintenance and stripping contractors and other customers who have large areas of roadway and parking areas that need to be maintained. Aquaphalt has been in use in Europe for more than 20 years and manufactured in the U.S. for more than seven years.

## AQUAPHALT INSTALLATION IS SIMPLE –

Just pour, water and tamp  
for a permanent repair.



### Why should my customers use Aquaphalt when traditional cold patch is half the price?

Traditional petroleum-based cold patch could be free, but if it doesn't work it's wasting your customers' time and money. Aquaphalt is the first permanent patch material designed to be truly permanent. Aquaphalt can be installed year round in any season and any weather condition: Rain or shine, hot or cold. Aquaphalt is easy to install requiring only a bucket of water and a hand tamper. Aquaphalt is backed by our unlimited curing guarantee and three year warranty.

### What's in it for my retail operation?

Aquaphalt is completely unique - no other product in the marketplace compares. Aquaphalt can open doors previously closed and help increase sales of other ACE product lines. Aquaphalt carries a 40% gross profit margin for ACE retailers.

### Can Aquaphalt answer my customer's needs?

- Requires absolutely no large crews or special tools,
- Environmentally friendly, no VOC's whatsoever,
- Sets-up with only water,
- Can be installed in below freezing temperatures,
- Open to traffic right away and cured by the next day,
- Aquaphalt is permanent, backed by a 3-year warranty.

ACE  
PART  
NUMBER:  
**1626332**

### How will Aquaphalt assist ACE retailers?

Aquaphalt will provide literature, sample pucks of pre-cured Aquaphalt, and an Aquaphalt representative for sales training and/or ride-along demonstrations with your sales team.

**THE SUPPLY PLACE®**  
at ACE



## HERE'S WHAT OUR PARTNERS HAVE TO SAY:

“We were one of the first Ace Retailers to carry your product in the Williamsburg, Newport News and Hampton, Virginia markets.

Aquaphalt enjoyed an immediate acceptance in our market by commercial contractors, state DOT's, municipals, and facilities management accounts. The fact that your product was approved after being extensively tested by VDOT, was a huge selling point. Since our initial receipt of inventory, we have sold an estimated 2,000 buckets.

Shortly after our introduction to Aquaphalt, we invited you to a regional Ace Dealer forum, as a means of giving a worthy new product exposure to the dealer base in our area.

Impressed by Aquaphalt's performance and value, I also wrote an endorsement which was successfully used in support of our RSC making the commitment to stock the product.

I would never hesitate to recommend Aquaphalt to any potential user, as it is the leader in its product field for all the reasons previously mentioned!”

Will Addison, Manager  
Commercial Sales Division  
Ace Peninsula Hardware



“The Westlake Ace Hardware team spotted Aquaphalt at the fall Ace show and immediately recognized the opportunity to sell a truly differentiated product to our commercial customers. We partnered with the great folks at Aquaphalt to accompany our outside sales teams to various customer sites. There, they helped us demonstrate the product to show how it can make pothole repairs last for years in wet, dry, cold or hot weather.

Our customers quickly realized that Aquaphalt shouldn't be considered a temporary patching product, but rather a true repair product that they could count on to perform in their most difficult areas. During my travels with the Aquaphalt Rep we had receptive encounters followed by quick product adoption and repeat use. Aquaphalt's secret sauce? Water! Here are a few selling points our team uses in the field:

Water activated, free-flowing material; 3-year guarantee; apply in all weather conditions including rain, snow and even below-freezing; organic bio-degradable activators – No VOCs, no chemicals; binds to itself and all adjacent materials; open to active traffic with no tire pickup immediately; 20 minutes quick curing time – completely cured in 24 hours.”

Chris Ekeland  
Director, Commercial Business  
Westlake Ace Hardware

**Aquaphalt is a stock item at every ACE RSC!  
PART NUMBER: 1626332**

# QUESTIONS?

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