

Dykes Paving & Construction's Perma Flex becomes first-ever brand-named and trademarked asphalt paving system

Norcross, Ga. — Dykes Paving & Construction Company has begun licensing manufacturers and installers of the Perma Flex pavement system, invented by the company more than 25 years ago.

"This is the first ever brand-named and trademarked asphalt paving system," said Jim Dykes, president of the company, "and the only HMA system designed exclusively for dealing with cracked pavements for the commercial and industrial pavement market."

"As the inventors of Perma Flex, Dykes Paving & Construction has been committed to manufacturing and installing this quality product for over 25 years for apartment complexes, industrial and office parks, trucking terminals and shopping malls," said Allen McKinney, Perma Flex marketing specialist with Dykes Paving & Construction. "Today, many consumers are asking for the Perma Flex overlay system by name because of its reputation as an extremely durable and long lasting quality product," he continued, adding, "Due to the overwhelming demand for this unique paving system, Dykes Paving & Construction has licenses several paving contractors to install Perma Flex."

Perma Flex is an overlay system designed to utilize existing asphalt pavement as a base for a new sur-

face course. It was developed in the early 1970s to combat reflective cracking. The Perma Flex mix design includes carefully sized aggregate, using aggregate sizes that do not promote reflective cracking, with a combination of liquid bonding agents to create a continuously bonded flexible crack retarding barrier ready for application of a smooth watertight asphalt surface.

In its licensing, Dykes Paving & Construction handles manufacturers and installers separately.

"On the manufacturing side, licensing helps to provide a uniform product and aids quality con-

trol on the actual mix formulas," said Lee Young, project manager for Dykes Paving & Construction. "On the installer side, it helps maintain quality control in usage and application of the Perma Flex paving system."

"It emphasizes uniformity," added company president Jim Dykes, "and allows users to specify Perma Flex and know what they're getting."

Licensed Perma Flex manufacturers and installers also receive technical and marketing support and product information guides from Dykes Paving & Construction. Licensees can also use the new Perma Flex logo — an alligator — on equipment and literature.

"Proceeds from the licensing program are being used exclusively to educate the target market, which includes commercial users as well as property management companies, apartment complexes, and other users, through instruction videos and other educational ma-



C.W. Matthews Contracting Co. was the first licensed Perma Flex manufacturer, and Athens-Atlanta Asphalt was the first licensed Perma Flex installer. Shown here are (from left) Pace Jordan, C.W. Matthews Contracting Co.; Jim Dykes, Dykes Paving & Construction; and Danny Wood, Athens-Atlanta Asphalt Co.



Dykes Paving & Construction chose an alligator as its new Perma Flex logo.

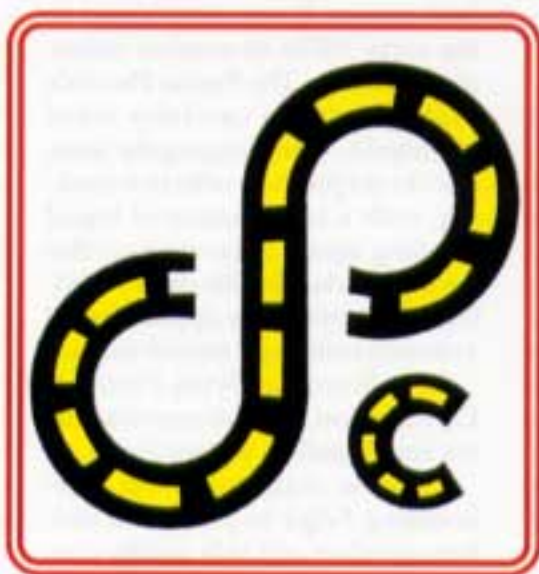
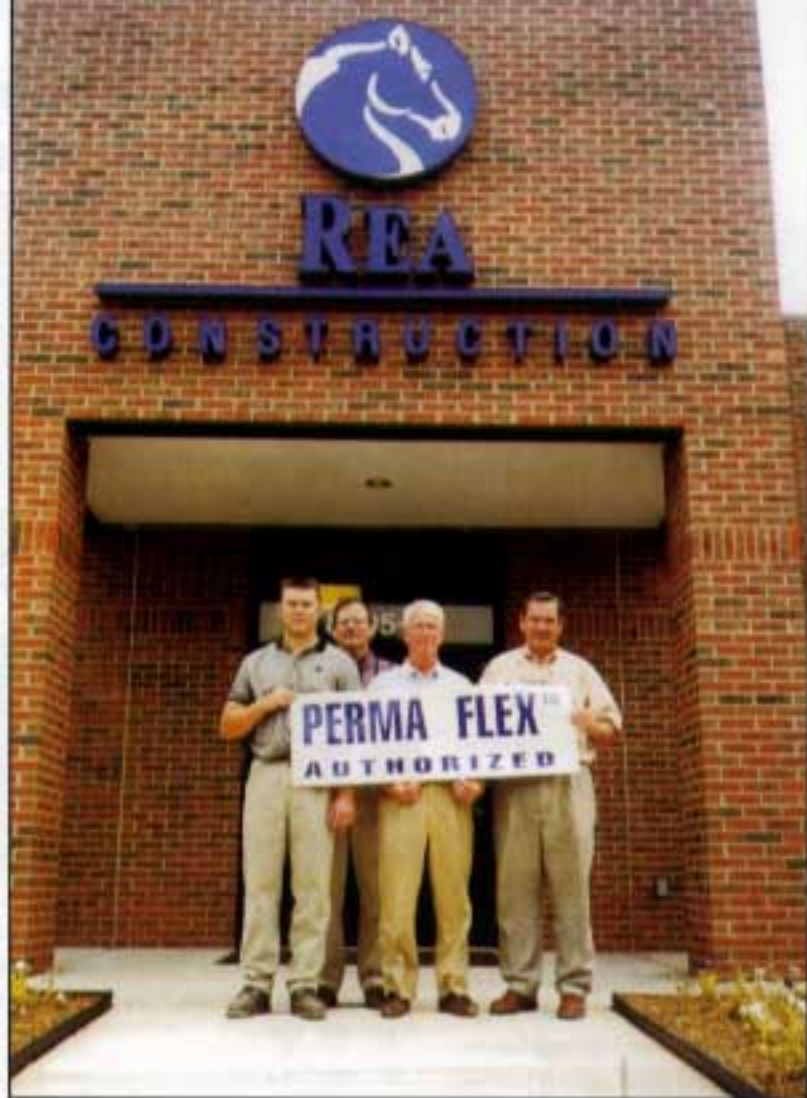
From left: Robbie Robinson, Tim Gaddy and Bill Copeland, all of Rea Construction, with Jim Dykes of Dykes Paving & Construction. Rea Construction, licensed as both a manufacturer and installer of Perma Flex, is the first licensee to take Perma Flex into the multi-state market outside of Georgia.

terials," noted Young.

"Licensing of Perma Flex manufacturers and installers helps to make sure that specifiers and users of Perma Flex pavement will get the full benefits of the design of the Perma Flex paving system," Dykes said.

Currently, there are four licensed Perma Flex manufacturers — Dykes Paving, E.R. Snell, C.W. Matthews, and Rea Construction.

Ten companies are licensed as Perma Flex installers — Dykes Paving, Athens-Atlanta Asphalt, C.W. Matthews, E.R. Snell, Georgia Paving, Prime Paving, Asphalt Enterprises, Rea Construction, Atlanta Asphalt and Fulton Paving. □



Dykes Paving & Construction Company, Inc.

Commercial and Heavy Industrial Asphalt Paving Systems

(770) 448-3392 • Fax (770) 242-7441