



## PRESS INFORMATION

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### VERSATILITY IS THE KEY

Emcol's road repair technology is specially engineered for fast, one-stop permanent reinstatements. Emcol IRR is now manufactured under license in over 20 countries around the World, using approved aggregates and Emcol Mixing Liquid at dedicated production plants.

Our instant repair compound, Emcol IRR, provides a permanent solution to potholes and other structural damage in asphalt, macadam and concrete. Emcol IRR makes use of a unique cold-mix technology which gives far-reaching advantages over traditional approaches using hot rolled asphalt and other repair methods such as bitumen emulsions. Requiring minimal preparation of the repair site, Emcol IRR is ready to use straight from the pack. No heavy equipment or machinery is



needed, labour requirements are low and repairs can be opened to traffic immediately upon completion.

The majority of our licensees' sales for Emcol IRR come from local authorities, highways agencies, city or town councils and municipalities. Emcol IRR is a proven, cost-effective method of repairing potholes and cracks in roads. Substantial savings of 40% over bitumen emulsions and 30% over asphalt are routinely achieved when making small repairs.

A number of Emcol licensees have been very successful in concentrating on particular market segments, for example by selling into wholesale channels such as the do-it-yourself sector. Several licensees not only supply Emcol IRR but also carry out pothole repairs. The repairs are made either by the licensee's own workforce or by specially appointed contractors. Licensees have been able to develop their local market for Emcol IRR through a number of direct and indirect channels or a combination of the two.

There are many routes to market for Emcol IRR because it is an extremely versatile product. It is equally at home in repairing defects in high-speed highways, hard standing areas at airports, loading areas at industrial sites and docks, as well as domestic driveways and paths.

Many companies around the World have found that Emcol's unique product technology has helped them to build and develop a profitable business.

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