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**Apex Group, Inc.**

# Press Release

## **Apex Group, Inc. a company dedicated to Asphalt Preservation**

**Chandler AZ (1/18/2010):**

Did you know that detrimental effects of the environment are in a constant battle with the asphalt binder in your asphalt? As a result, every asphalt surface responds positively to preservation when customized with the particular needs of the asphalt.

When times get tough it is human nature to pull back and mistakenly halt maintenance. Many feel unwarranted fear that adding preventive maintenance costs to the purchase cost of asphalt will make it more expensive. In fact life-cycle costing proves just the opposite.

Like anything we all know that a few dollars spent up front can save big money in days to come. So, why do we do it, especially when we are talking about preserving one of the most expensive assets we have?

Here are some things to consider when looking at Asphalt Preservation:

Understanding the costs

Asphalt Preservation is about saving money.

The most important number to watch is the Asphalt Life-Cycle Cost

The future savings as determined by research of the National Center for Asphalt Preservation are: One Dollar spent today for preservation reduces future replacement costs up to ten dollars and eighty cents! Factor in the astronomical cost of petroleum today, and what it might cost tomorrow or next year and the case for preservation gets even better.

Applying environmentally sound preservation treatments to asphalt when it is

still in good condition is the most effective way for sustaining the life of asphalt if applied when the asphalt is still in good condition.

Did you know that even more effective, is applying the first preservation treatment at an early stage in the life-cycle of any asphalt when it is most structurally sound. The asphalt can actually be preserved in its original condition!

Preservation avoids excessive down time and closures.

Performing a series of short successive preservation treatments during the life of asphalt is significantly less disruptive to your business than the long closures required for asphalt reconstruction activities. Your customers will enjoy longer periods of uninterrupted service along with the highest quality like-new asphalt surfaces. On average, asphalt is ready for use just a few hours after the preservation treatment!

For more information on how you can protect your investment please contact the Apex Group Inc. 480-440-1421 or visit us on our web: [www.apexgroup.us.com](http://www.apexgroup.us.com)