

Marketing PP to Agency Technical Personnel An Industry Perspective

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▶ **Who?**

▶ **What?**

▶ **How?**

State Objective = Industry Objective

Who – Part 1?



- ▶ **Materials?**
- ▶ **Construction?**
- ▶ **Engineering?**
- ▶ **Asset Management?**
- ▶ **Individual Divisions?**
- ▶ **Multiple Groups?**

- ▶ **Focus on pavement preservation programs**
 - ▷ **Relatively new to some state agencies**

- ▶ **Don't be afraid to look misinformed**
 - ▷ **Could require multiple calls to multiple contacts**
 - ▷ **Key to identify appropriate shareholders**
 - ▷ **Double-check**

Am I reaching the target audience at the agency?

▶ **Non-Structural Surface Treatments**

▶ **See FHWA/AASHTO for Specific Definition**

▶ **Emulsions**

- **Chip Seals**

- **Slurry Seal**

- **Micro Surfacing**

- **Fog Seal**

- **Cape Seal**

- **.....**

▶ **Thin Hot Mix/Warm Mix Overlays (<2 inches)**

▶ Determine current PP products in use

- ▶ Some states have strong PP programs in place
- ▶ Others will have newer PP programs

▶ Some prefer certain PP products over others

- Emulsions vs Thin HMA/WMA surface treatments
- Agency experience, traffic loadings, etc.
 - NE states prefer HMA/WMA products
 - Previous product failures are big hurdle
 - ▶ Product or application failure??

▶ What is the State Agency Objective (Public)?

- ▶ Reduce LCC of existing roadway network
- ▶ Make best use of limited funding/budget
- ▶ Maintain maximum network above min PCI
- ▶

▶ What is Industry's Objective (Private)?

- ▶ To sell more products or services

Can State Objective = f(Industry Objective)??

▶ **Marketing 101**

- ▶ **A rising tide raises all ships...**

▶ **If Industry:**

- ▶ **Provides non-proprietary products and solutions**

- ▶ **Generally supports state and federal PP programs**

▶ **Then the State Agency:**

- ▶ **Has more choices**

- ▶ **Competition is enhanced**

- ▶ **Drives technology**

► Net Result:

- ▷ Agency experience with PP products improves
- ▷ The PP pie gets bigger (and better)

AND

- ▷ Industry sells more products and services

AND

State Objective = Industry Objective

- ▶ **Agencies need many options in PP toolbox**
 - ▷ **Be open to new or existing technologies**
 - ▷ **Don't let past failures discourage options**
- ▶ **Industry promote non-proprietary tools**
 - ▷ **Focus on growing PP pie as % of total budget**
 - ▷ **KISS – Keep It Simple Steve (Varnedoe)**
- ▶ **Be available to support training**
 - **State and local levels**