

Sustainable Alternatives

Q: There are many sustainable products on the market. How does Rose Paving determine which “Green” solutions to offer its clientele?

A: While some companies take a fairly open-ended view of sustainability, we look at a narrow range of what we consider sustainable to avoid “Green-Washing.” There is nothing wrong with approaching maintenance and construction using traditional materials and processes, but if the goal of our customer is to make eco-friendly choices, we prefer to deliver something truly different.

Q: What are some sustainable processes?

A: The processes can take many forms depending on if you are considering new construction, major rehabs, or just typical maintenance. They can also be influenced by whether the ultimate goal is to achieve LEED certification. The best example is using a porous system for storm water management which will influence the design of all aspects of the installation.

Q: What sustainable products are available specifically to address maintenance?

A: There are several alternatives to traditional products; if a customer is interested in sealing their parking lot or roadway but also interested in eco-friendly alternatives, we can provide solutions that are truly sustainable. A great example of this is our RePLAY® product. In addition to providing a structural benefit as a maintenance product, it is also a great example of a truly “green” solution.

Q: What makes RePLAY® more sustainable than traditional sealers?

A: Several things, but primarily the fact that it is soy-based rather than petroleum-based. This along with the manufacturing process causes it to be carbon negative instead of increasing the carbon footprint of a project.

Q: Other than RePLAY® what other alternatives do you offer?

A: Almost every service line has an alternative option. These include recycled-content materials such as concrete, crack seal, or bumper blocks. Even asphalt itself contains recycled materials which can be increased on certain projects, but a new and innovative approach is taking place in many markets with asphalt production. Using a technology that has existed outside our country for awhile in addition to improved techniques, we can now create a Warm Mix Asphalt which has the same or better performance; but, it is produced at lower temperatures to save energy and reduce emissions.

Q: How do these products compare on price and performance?

A: The performance of these products will be equal or better than traditional products. In most cases the upfront cost is the same or only slightly higher, and those with high upfront costs have better long-term performance so there is a buyback. We always consider economic sustainability when making choices, just as our customers do when making a purchasing decision.