



Gustafson tripled his business by switching from conventional asphalt repair techniques to innovative infrared asphalt repair from Kasi Infrared.

FROM OPERATOR TO OWNER:

AN INFRARED ASPHALT REPAIR SUCCESS STORY

A company owner credits infrared asphalt repair for tripling his business and profit with half the labor in two years.

Not long ago Paul Gustafson operated traditional asphalt repair equipment and was living paycheck to paycheck like many construction workers. He decided to change direction and now owns CT Infrared, a Woodbury, Conn.-based asphalt repair company that's tripled its business and profit in two years, and is on track for one million dollars in sales this year.

Gustafson's success didn't begin until about two years ago when he switched from conventional "saw, cut, and remove" and "crack filler" asphalt repair techniques to innovative infrared asphalt repair.

While conventional repair requires the labor and equipment-intensive removal of old asphalt from a damaged site and its replacement with new asphalt, the infrared technique expedites repair by heating, fusing, and compacting recycled asphalt with minimal equipment, labor and new material. The infrared technique can provide public, commercial, or residential asphalt repairs, such as roads, parking lots and driveways, at one-third the cost of conventional methods.

When Gustafson first looked into infrared technology, his future was almost deterred before it started. "I called one manufacturer of infrared asphalt repair equipment and was put off by a guy who acted like I was taking up his time," he says. "Finally I found one manufacturer, Kasi, willing to walk me through the infrared process and my everything changed." Claremont, N.H.-based Kasi Infrared offers hands-on training, support and guidance for those new to the technology.

"Going from traditional cut-and-remove asphalt repair to infrared repair with Kasi has tripled our business and profit, while cutting our costs in half," says Gustafson. "Instead of cutting, removing, and throwing away a traditional asphalt patch, we can use mostly recycled material. We can do a typical 5x7' repair in less than 20 minutes with one piece of equipment, a truck, and two guys. Since cars can drive on it immediately, there's almost no traffic disruption."

"Before we were throwing away five tons of asphalt a day from cutting and repairing," adds Gustafson. "Now we're able to reuse that asphalt, which for us is a savings of about \$650 per day."





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Paul Gustafson, owner of Connecticut Infrared Asphalt Repair.

To do the same 5x7’ cut-and-remove asphalt repair would typically take about five or six laborers several hours of work using a pavement saw to cut a straight edge around the damaged area, a jack hammer to break up the existing pavement, a loader to excavate material, two trucks (one to remove excavated material and one to bring fresh asphalt), and a roller to compact the repair. It would also require enough new asphalt to replace all the excavated material.

Infrared asphalt repair withstands weathering and traffic and last longer than conventional repairs. “When a utility company did a compaction test on my infrared repair, it had a 95 percent compaction rate which is phenomenal,” says Gustafson. “Eight months later, the repair looked the same as the day we left the job. I had to get out of my truck and search for it because it blended so well with the existing roadway.”

Unlike traditional “saw, cut, and remove” or “crack filler” asphalt repair techniques, Kasi’s infrared asphalt repair has no seams for water and ice to penetrate. Instead, its infrared restorations fuse to the existing pavement, creating a continuous surface. This eliminates the need for tack-coating the edges, enhances durability, and allows roads to be opened to traffic immediately.

For entrepreneurs like Gustafson, another big plus of infrared asphalt repair is the ability to work through snow and cold weather, while conventional repair cannot.

“Since we’re putting hot asphalt to hot asphalt at a workable temperature, we can do a seamless repair even in snow, and there are no cold joints,” adds Gustafson. “That means we can work year-round when conventional repair cannot. We charge more in winter because there’s nobody else and they’re paying it. People are stopping us; they want our cards and brochures. They’re going to our Web site and hiring us to fix their parking lots in winter.”

Because of infrared asphalt repair’s advantages over conventional repair, Gustafson has rapidly expanded his business into new markets. “Before, to compete with a utility contractor, we would’ve had to spend about \$700,000 in equipment,” he says. “But we spent just \$150,000 on Kasi equipment and are doing the same jobs the big guys are doing, only better and faster.”

Gustafson has found that infrared asphalt repair virtually sells itself once he gives a free demonstration to prospects. “The demos have opened up a huge new customer base for us and have about a 90 percent close rate,” he says. “When property managers for cities, malls, condos, offices or even homeowners see how the technology can repair their asphalt for one-third the traditional cost, we get the contract.”

Kasi’s infrared asphalt repair equipment is commonly used by both public and private maintenance/transportation managers for asphalt repair of pot holes, utility cuts, trenches, depressions, joints and other irregular pavement issues. Lab studies show there is no change in asphalt integrity from the use of its infrared equipment. 🛑

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