



# A.J. Broom Road Products N.Z. Limited

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## Easter Greetings to all our customers and friends

As we head toward the Easter Break, we are mindful of those living in compromised conditions due to recent disasters, from us all here we are with you in spirit and hope that your quality of life is restored along with infrastructure and services as soon as possible. We know that many are hurting with the loss of loved ones and colleagues and we send our deepest sympathy to you.

Not unlike Kiwi's and international visitors I have enjoyed numerous visits to the Canterbury region and particularly Christchurch City. I have a passion for architecture so it was a personal joy to see the historic buildings, but whilst buildings will be replaced with new infrastructure there is no substitute for the loss of a loved one and tough to be without your home and comforts around you, that to which you have become conditioned.

As a non-Kiwi, I am absolutely amazed at the national support at every opportunity for fund-raising and support to Christchurch. It is truly a compliment to the nation to see such generosity as well as imagination in the methods of fund-raising that have and will continue to take place. It is a privilege for me to be amongst such caring people who have empathy and practically assist and get involved in as many ways as possible to help. I would be remiss not to recognise the sterling efforts by the numerous relief agencies and many charitable organisations that have also given much and continue to do so. Not least of which is Rotary, who just never stops being resourceful and pitching in when needed. Of minor consequence, I was asked to speak at a Rotary Club in South Africa a few weeks ago, who promptly donated funds, towards my objective of trying to give a family or children a break, out of the city. Small as it was, with so much local need to address in South Africa, I truly felt moved by their gesture.

So in short I guess the world feels the pain in such trying times and the impact on Japan does not escape me.

So despite the dreadful news that we are exposed to on a daily basis there are good and decent people around and many of them live in this beautiful country, New Zealand.

On a business note, our travel plans to visit many of our customers over the next few weeks are coming together and we will also be attending the Roding New Zealand Regional Meeting, Whangarei in May and exhibiting at Ingenium, Wellington in June and hope you will visit us on our stand there.

We have also committed to the Winter Maintenance Conference and Exhibition in July, Queenstown so the next few months will be focused on getting out too meet with you all for a quick update on the progress made here with the product as well as Australia.



**Michael Chadderton** is no longer on board in a day to day capacity but remains a Director of the company. We wish Michael well in his new role. Michael's attributes, dedication and confidence contributed to the successful launch of the company and market acceptance of BRP Rooding Solutions. We travelled many kilometres in Australasia, those that know him well will know that Michael has a wonderful sense of humour, something that was very much a part of travel, be it training sessions or just straight banter.

I personally, am deeply indebted to him, he introduced me to the Kiwi way of doing things, my background coming from U.K. and South Africa, I needed to adapt, it was a learning curve and he needed to be a patient tutor at times.

Despite my years of intensive travel, I still must hold the record for being a nightmare travel companion for travel mass, not me personally, just the baggage, Michael being the gentleman that he was, was always quick to assist or lend a hand and never complained, that alone deserves a medal and of course no need for gym.



I am certain he misses the two leading ladies in the BRP office! Michael's continuing involvement as Director, his influence and expertise will serve and be to the betterment of the company.

If you need product please contact Ana on (04) 478 4133. Have a fantastic Easter with your family and friends and take extra care on the roads.

Safe Travels

Angela and the BRP Team

## Signing of the Australian Distribution Agreement



The signing of the Australian Distributorship Agreement Sergio Cineraris and Angela Broom



Murray Brown was instrumental in putting the Agreement together and as a fellow Kiwi we have included this one too!

## Strange, Gross and Unusual Jobs – Job hunters top 5

### 1 – Armpit sniffer

Well how would you like to spend 8 hours a day sniffing peoples armpits to test deodorants, unbelievably this is a real job.

### 2 – Portaloo cleaner

Another favourite with the top ten lists I see out there. How bad would that be having to clean up Portaloo's, it's gross enough having to use one. Apparently the worst thing is if they have been tipped over... yuck.

### 3 – Roadkill remover

This can be a horrendous job, especially in a hot climate. Peeling the remains of dead and decaying animals off the road while trying not to get run over would be one of the worst jobs out there in my book.

### 4 – Animal Masturbator

Well it's one of those things, Animal sperm needs collecting for medical experiments. If you are the unlucky person that lands a job doing this, you just have to smile, grab your collection container, a decent pair of white gloves, and get it done.

### 5 – Bad Breath smeller

Every chewing gum and mint factory needs a couple of these! It's the only way to know whether the product is working effectively. Can you imagine spending all your time smelling peoples breath? Well that's amongst the worst that I came across while researching this fascinating topic. Do you know anyone that has a job like this or can you think of a gross, unusual or strange job?



## Yes we are recruiting and no it is not for any of the above jobs!

We are looking for a sales person to join us and to this end the job spec appears below – so if you know anyone out there that is looking for an opportunity in a Technical Sales role then we would be delighted to hear from them.

### TECHNICAL SALES REPRESENTATIVE

A multi-skilled, dynamic, passionate, experienced Technical Sales Representative, for Wellington based company. Are you inspired to deliver extra ordinary customer service and motivated to commercially achieve to fulfil your own ambitions along with that of the company's goal and mission statement? Are you challenged to write your own cheque so to speak or out of your comfort zone if rewards are geared to results? If you have knowledge of the road industry and materials it would be a distinct advantage.

The company established for 3 years imports and distributes a unique and innovative range of products, which have in excess of a 20 year international track record and performance history. The prefabricated product is primarily used for routine and preventative road maintenance, bridge joints, bridge sealing, sealing of utility repairs and numerous other applications by contractors. The prefabricated option also provides alternative low cost solutions for road safety projects and traffic calming installations in a variety of applications.

The territory is predominantly New Zealand therefore the position requires flexibility to travel on sales trips for extended periods, providing client support and on-site training of teams, so must be hands-on person. The challenge is to grow the business, develop new users and create new business opportunities.

The client base is local and national roads Authorities, Councils, Contractors, Consultants and Utility companies. Beyond that anyone with a road surface to seal or repair!

Characteristics and qualities required are integrity at all times, professional ability, to be able to communicate at all levels, present well, both in writing and verbal communications, have outstanding negotiation skills, broad range of computer skills including Email, Internet, Power Point and Excel. Also time manage, self-motivated and resourceful. It is necessary that the sales and marketing operation be driven by a budget and costs contained accordingly.

Regular performance reviews and rewards will be linked to performance criteria to achieve pre-agreed targets and goals on a professional level. The role requires representing the company at Conferences, Trade Stands, and depending on ability ideally formulate and present Technical Papers. Applicants must have proven track record, demonstrate the ability to generate new business, close the sale and substantiate with contactable references.

The incumbent must have a clean driver's licence. A vehicle is provided with limited personal usage. The team is small locally, so the fit would be someone who sees themselves as a part of a small team, with the opportunity to grow the business and their comfort zone is to be measured on results.

The position reports to the Managing Director who partially resides off-shore, accountability and meeting deadlines is a key prerequisite in making a success of this opportunity.

The salary package is commensurate with experience and linked to basic and commission.

Kindly note the company will not pay relocation fees.

c.v.'s to [Ana@ajbroom.com](mailto:Ana@ajbroom.com) please.

Applications close **3<sup>rd</sup> May 2011**

### **Installation:**

We feel the need to insert the placing procedure just as a reminder to you and your teams on site that the application procedure is so very simple but it needs to be adhered too for optimum results.

1. Prepare the Area and the BRP Road Patch.
2. Prepare and apply the Emulsion
3. Apply the BRP Road Patch
4. Sand seal the edges and joints then roll.

You can request a copy of the full Application Procedure by email [Ana@ajbroom.com](mailto:Ana@ajbroom.com)

### **Housekeeping:**



One of the issues we have experienced over time has been the use of solvents to clean the brushes. The brushes are being kept in solvent during the day and then placed straight back into the drum of emulsion. This practice should be avoided at all costs, as it compromises the emulsion.

Rather, leave the brushes in a drum or container of water when not in use so they remain soft and easy to use and ready for the next job.

### **Emulsion tips and guidance for cooler temperature installation:**

The temperatures are starting to fall now and please remember to increase the number of passes when rolling. Also surfaces can be heated, not the emulsion or the product and latex may be added to "fresh" emulsion during the cooler temperatures for extra tackiness and reduce the time waiting for a straight cationic emulsion or worse still anionic to break.

### **Worker Safety:**

Zero harm, no vessels under pressure or heat applied during the application process.

### **More profitable for your business as well as reduce traffic build up and driver frustration:**

Teams can get on and off site pretty quickly many of the jobs can be done without lodging site specific traffic plans and incurring traffic accommodation costs.

## Training:

We pride ourselves on our service levels and would be pleased to hear from anyone wanting a refresher training session, 10 – 15 minutes on site or in your yard will suffice.

## Are you struggling to keep a seal on your bridge?

BRP Road Patch could be your answer – many have successfully been sealed in New Zealand, references available



## Road and Rail interface safety improvements:



A natural progression to this is of course the road/rail interface where inevitably the road takes stress and cracks.

To improve safety standards most rail crossings could be protected with traffic calming installations – remember we have options that are not noisy and therefore suitable for areas which may be in close proximity to residential areas.

Even a single sheet of a courser aggregate than that which is on the existing road surface, therefore by means of a texture change, can perform a very effective warning, low cost and

needs no excavation or cutting into the existing road way. BRP Road Patch is installed in a few minutes and traffic flow resumes immediately thereafter.

## Price List:

For your consideration we have attached our latest price list – you can determine for yourself how cost effective these measures can be especially when compared with other processes which uses substantially greater amounts of plant and equipment.

## Environmentally friendly:

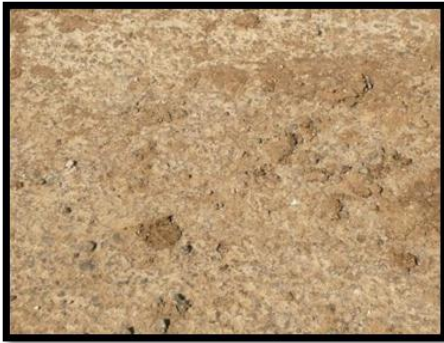
BRP Road Patch - This is “green” too – zero wastage and a storage life in excess of 10 years. So when you are looking at cutting down your own carbon footprint consider this as an option as most jobs will be done with comparatively less or no diesel burning equipment on site.

## Interesting Applications:

We have included the cattle crossing pics for you – performance has surpassed the client’s expectation. In fact much the same in Australia, BRP Road Patch has been used to seal the approach area to cattle grids which often change in level and also have the interface of different materials that tend to crack.

## Cattle Crossing

We are grateful to **Transfield Services Ltd – Kaipara** for kindly supplying the photos of the **Cattle Crossing**.



Before

Original seal 3.11.2009 showing stripping of the Grade 3 chip.



After

17.01.2011 showing Grade 4 BRP severe Road Patches with no loss of chip

## Cattle Grids

The **Cattle Grid** photos were kindly supplied by **Downer Australia**.



Before

Cattle Grids in various state of disrepair  
Sunken/ Raised/ Entry & Exit Road defects.



After

BRP Road Patch was used to repair roadway enter/exit points to the Cattle grids.  
3 weeks later, 9.5MM BRP Road Patch has provided a smooth entry & exit to the cattle grids.

## Quote of the Month

To laugh often and love much; to win the respect of intelligent persons and the affection of children ... to appreciate beauty; to find the best in others; to give of one's self; to leave the world a bit better ... to have played and laughed with enthusiasm and sung with exultation; to know even one life has breathed easier because you have lived ... this is to have succeeded!

~Ralph Waldo Emerson

## Morning Tea And Delivery Is On Us!



### Competition: 18 April to 18 May 2011

You have heard of boss's day and secretary's day? We are certain that you are proud of the work that your team does, so let's have a vote on team installations – photographic evidence for installations, please identify company, date and location/site specific info, solving a problem or routine maintenance for example, each entry will be judged on merit. There will be a selection of the top 5 and then a winner selected.

We would like an "A" team to photograph applying or installing the BRP Road Patch, is your team the one?

We will bring "morning tea", drinks, cake, savouries and more to the winning team. In addition we will present them each with a certificate

of merit in the application of BRP Road Patch.

**For your effort we will pick up the delivery charges on your next order of a pallet or more to anywhere in NZ.**

We have had some great images of installations and work done, so here is the opportunity to brag and show appreciation to your team for a job well done!

**If you would like more information on any of item in the Newsletter do not hesitate to contact one of the team at A J Broom Road Products.**

**Keep those photos coming in..**

**BRP Team**

