

Hanson

Simplifying surface selection

Gaining a competitive advantage in the modern asphalt sector is relying increasingly on the supplier's ability to respond to client's needs, says Hanson.

Research by Hanson has shown that customers prefer to specify asphalt surfacings from easily recognisable suites of high quality branded products. So the company has launched a comprehensive range of asphalt solutions and believes it has provided precisely what customers need from their surfacing suppliers.

Hanson has been building its product development and marketing efforts on the success of the Tuffgrip brand. The Tuffgrip proprietary thin surfacing system has proven to be a big winner for Hanson and the basis of its popularity, assurance of good performance and value has been applied to

the firm's whole range of asphalt solutions.

Hanson's head of marketing and communications David Weeks says the firm's efforts are now focusing on its ability to serve its customers. Substantial investment is going into ensuring production processes are set up the right way to deliver what clients need. Development of Hanson's suite of products has involved more than just a branding exercise.

"Results of research we have carried out with our customers has shown price is still important, but quality is becoming a much higher priority," says Weeks. "Highway authorities want longer lasting surfacing

products that provide greater value and as contractors take on more risk, for them reliability is a must. Overall, we have found customers like to select products that they recognise and associate with high performance."

There are six product groups within Hanson's range of asphalt solutions. Tuffgrip is complemented with Tuffbase, the Durafalt brand – added as a consequence of Hanson's recent acquisition of Pioneer – and Recyclafalt, Sportfalt and Coldfalt.

Tuffgrip is the name given to Hanson's flagship HAPAS (Highway Authorities Product Approval Scheme) approved thin surfacing system and family of thin surfacing brands. Tuffgrip asphalts have been developed jointly between Hanson and BP. They can be laid at thicknesses between 15mm and 40mm in close, medium or open textures and feature high quality aggregate and BP's specially developed binders.

The parent Tuffgrip asphalts are complemented by three high performance specialist products. Tuffgrip-quiet is an exceptionally quiet surfacing for speed restricted areas. Tuffgrip-drain provides durable free draining motorway and road side filter drain surfaces that prevent displacement of granular drain media. Tuffgrip-drive has been designed to withstand the rigors of power steering and heavy use on residential driveways and turning areas.

According to Weeks, Tuffgrip sales have increased by 60%-70% in two years. "Above all, Tuffgrip is a system," he says.

The flagship Tuffgrip range has proven a big winner for Hanson, due to assurance of performance and value.





Hanson's comprehensive range of asphalt solutions includes several different products for reconstructing roads using reclaimed or secondary aggregate.

"Our customers want value for money and when value engineering leads to specification of Tuffgrip, they then want confidence of performance. Working closely with BP, we provide clients with design support and all Tuffgrip asphalts are laid only by Hanson approved contractors and come with a two year no quibble guarantee."

any areas susceptible to fuel spillage. Sportfalt specialist products are available for surfacing sport and leisure facilities.

In addition to these brands, Hanson also offers two high stiffness Tuffbase materials and several different ways of reconstructing roads using reclaimed or secondary aggregate through its Recyclafalt range.

Recyclafalt-road is a base or binder course material using reclaimed asphalt plantings and Recyclafalt-track is a surfacing designed for cycleways and footways,

cold or warm for immediate laying.

Finally, many of Hanson's surfacing and road reconstruction products can be produced in specified colours as Colourfalt. The company's range of asphalt solutions is certainly comprehensive.

"This has come as a result of a concerted drive to supply specialist high performance products that the market wants," says Weeks. "Processes are being developed and are now supported by a strong suite of asphalt brands."

Hanson is a large company, but really a series of local businesses, Weeks says. There are 47 Hanson asphalt plants nationwide and the firm is investing around £15M this year in new plants and upgrades.

"Such investment is crucial for ensuring high levels of customer service. We are investing £4M at West Drayton near Heathrow Airport and expanding operations in East London and Penderyn in south Wales.

"We are gearing our plant network towards being more flexible in producing our special products." For example, dedicated storage tanks are being installed at asphalt plants for high performance binders, says Weeks. "We have viewed what clients want and responded with the right products and service."

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David Weeks

For assurance of quality and performance, only Hanson approved contractors can lay the HAPAS certified Durafalt high performance SMA (Stone Mastic Asphalt) derived thin surfacing material. Durafalt is also the name given to the whole range of Hanson's SMA derived products.

This includes Durafalt-county – for strengthening and retexturing non-trunk and unclassified roads – Durafalt-home for domestic drives and pathways and Durafalt-fuel, an oil resisting material ideal for surfacing

consisting almost entirely of recycled aggregates.

Coldfalt is Hanson's cold and warm mix range of asphalts. It includes Coldfalt-store and Coldfalt-save. The former is a cold mix, cold lay pavement reinstatement material, developed with bitumen development by Colas, that can be stored for up to six months and is available as a 20mm binder course and 6mm and 10mm surface courses. Coldfalt-save is an energy saving alternative to hot mix asphalt. It is mixed

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