What is green technology?

Green technology to the average pavement maintenance or paving professional will be an adoption of thoughts and practical applications within accepted practices, inclusive of the intent to conserve the natural environment and resources while minimizing damaging human impact.

What is the cost of going green?

The cost of going green is relative to realistic results and only sustainable if economically compatible. In other words, a contractor has to be profitable enough to stay in business while making an impactful conservation presence in their industry. The cost is the education and awareness.

How can green technology save money?

Thoughtful intent really does add up and the many alternative practices are literally undeniable and staring us in the face. An obvious example, hot mix asphalt left over at the end of a work day is commonly dumped back at the plant or worse, a land fill for a fee. Fuel consumed, exhaust, vapors, leaking oil, wear and tear inefficiencies, sooner fluid changes and more all add up with the man hours. Don’t forget about the resources used to produce the discarded hot mix now forever lost to the purchaser. This cold product can now be bunked up and reclaimed later for profitable patches and repairs year around. Newly available equipment can reclaim shovel ready product in as little as 5 to 7 minutes. The loss is now quickly recoverable and that is saving money as well as making money.

How can operating green benefit the contractor?

By implementing thoughtful practices throughout the business and investing in modern ideas and equipment, a contractor is more capable, efficient and profitable. Our previous example is clearly benefiting the contractor in material costs and man hour costs. Even more beneficially, the entirely new revenue stream of providing winter season hot asphalt repairs can be added to a growing list of services. This business can now differentiate itself, win bids and thrive.

How can operating green benefit the customer?

Looking past a customer’s desire to do their part for the environment and perhaps being seen doing it, a customer is always benefitted by a forward thinking, thoughtful and efficient service provider. New technologies and solutions produce cost savings as well as lasting work and repairs. Most assuredly, these align with the customer’s original intent.

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