

BARRIERS TO ENTRY

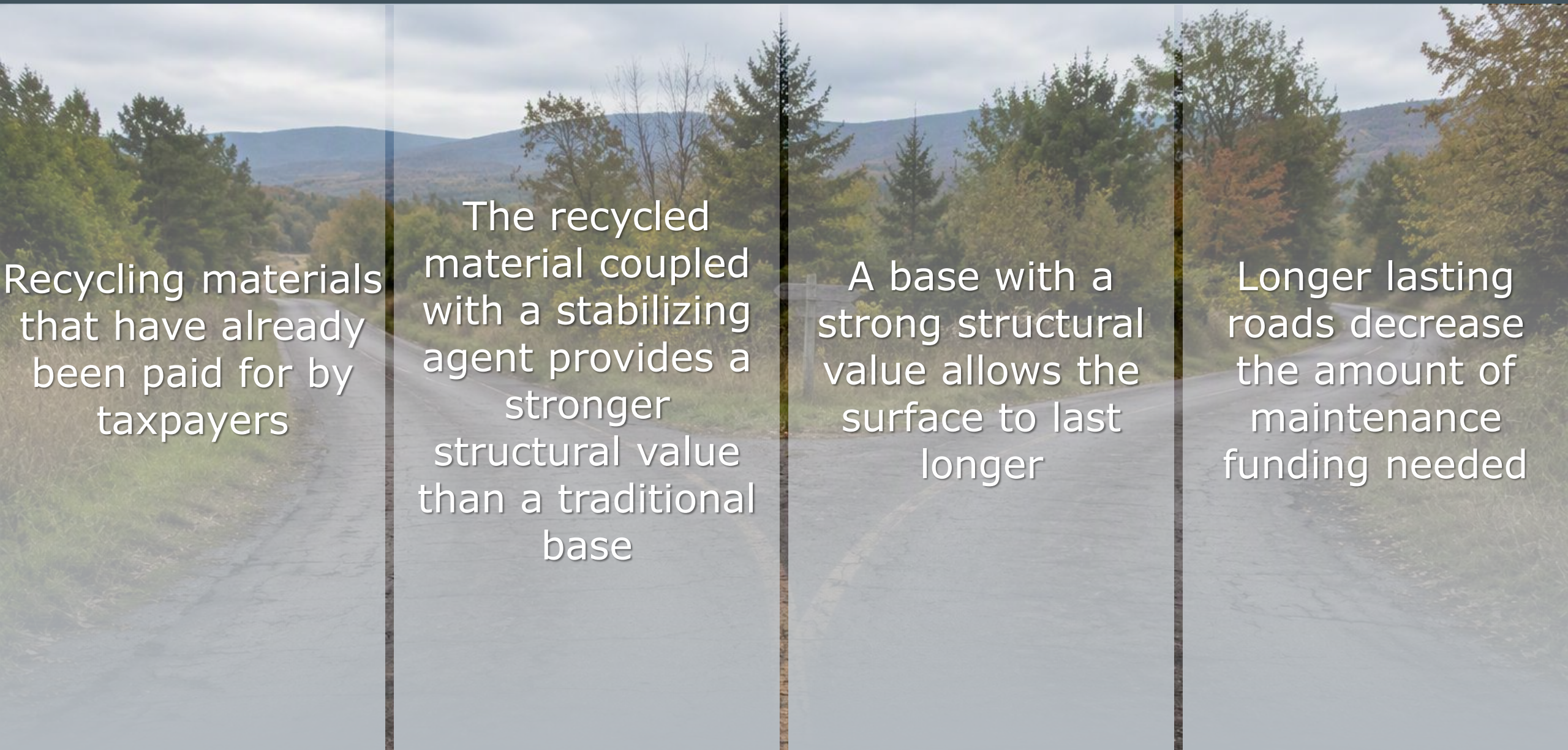
WHAT'S HOLDING COLD RECYCLING BACK

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WIRTGEN AMERICA

Proven Benefits

The background of the slide is a photograph of a paved road winding through a dense forest of tall evergreen trees. In the distance, rolling hills or mountains are visible under a cloudy sky. The image is divided into four vertical panels by thin white lines.

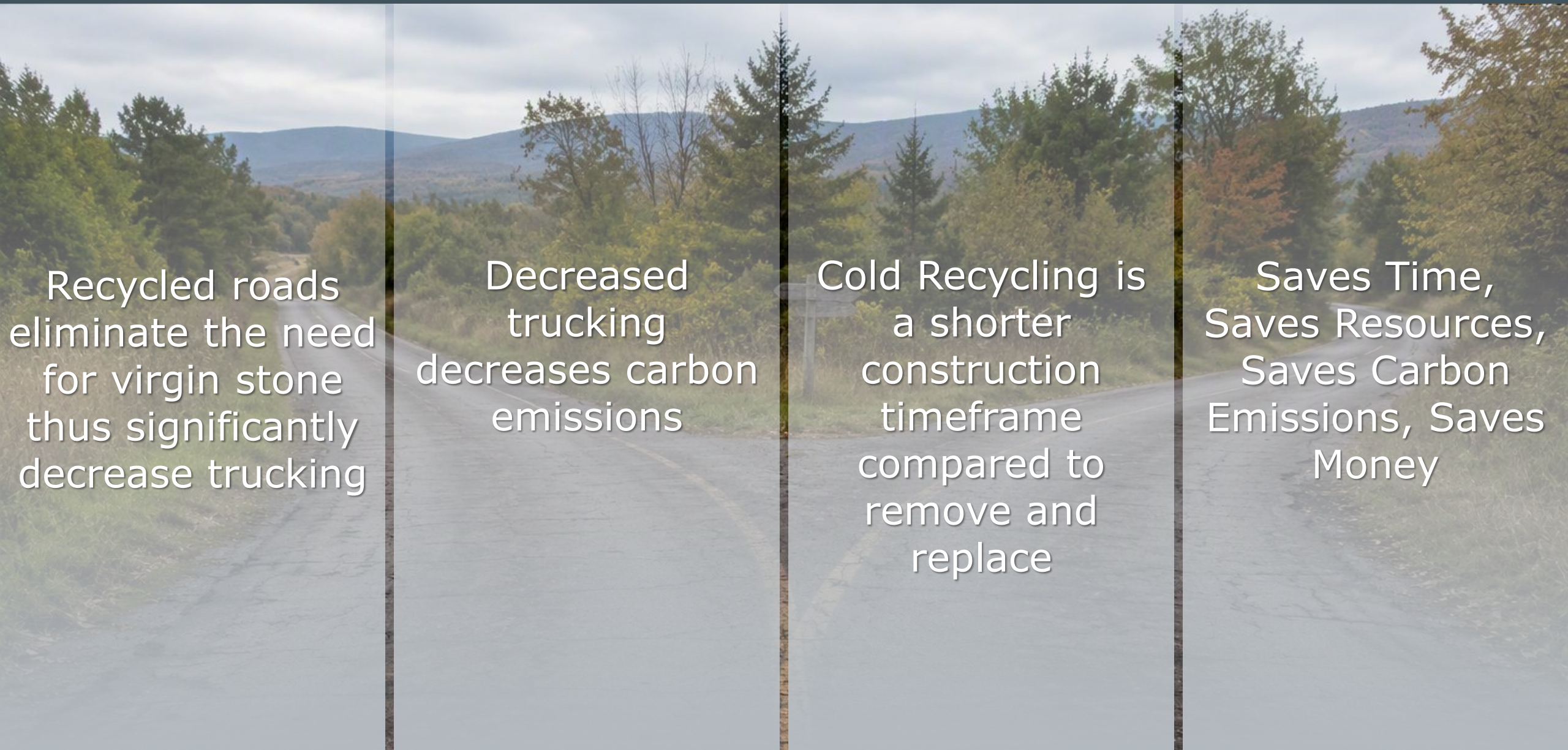
Recycling materials
that have already
been paid for by
taxpayers

The recycled
material coupled
with a stabilizing
agent provides a
stronger
structural value
than a traditional
base

A base with a
strong structural
value allows the
surface to last
longer

Longer lasting
roads decrease
the amount of
maintenance
funding needed

Proven Benefits



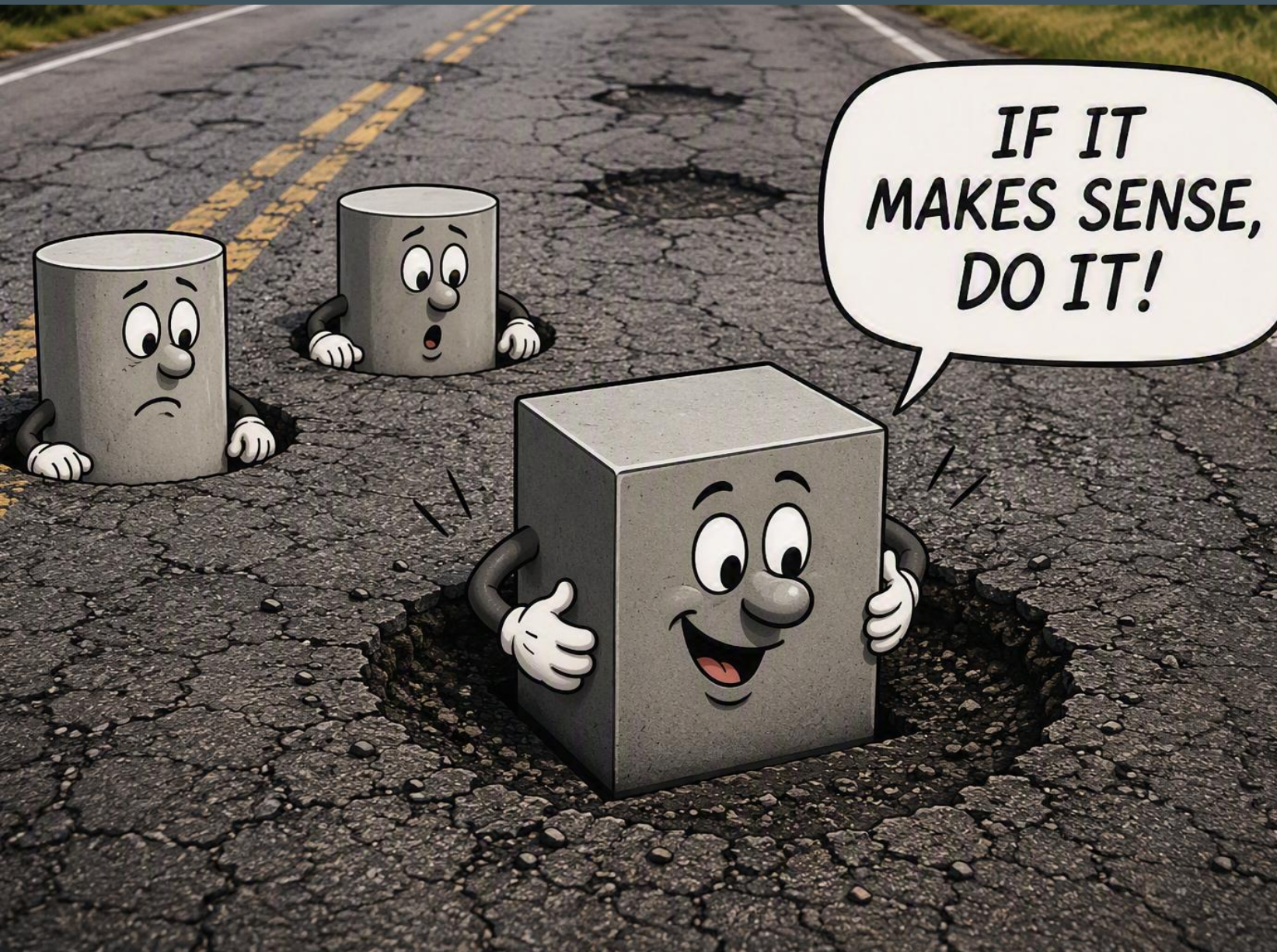
Recycled roads
eliminate the need
for virgin stone
thus significantly
decrease trucking

Decreased
trucking
decreases carbon
emissions

Cold Recycling is
a shorter
construction
timeframe
compared to
remove and
replace

Saves Time,
Saves Resources,
Saves Carbon
Emissions, Saves
Money

Policies holding Cold Recycling Back



Does your agency have problems planning CR projects due to funding?

Are they being told Cold Recycling doesn't fit within their current policy?

Does federal funding help or hinder your country's Cold Recycling efforts?

If you've experienced this, what steps did your local agency do in order to get around internal roadblocks?

HMA Industry working against CR?



Is the HMA industry convincing DOTs to NOT use Cold Recycling?

Have you seen inflated Cold Recycling pricing on bids?

Is there an industry that is pushing back on Cold Recycling in your country?

Have you discovered a way to work in harmony with the HMA industry?



Risk Aversion



NO PR is GOOD PR

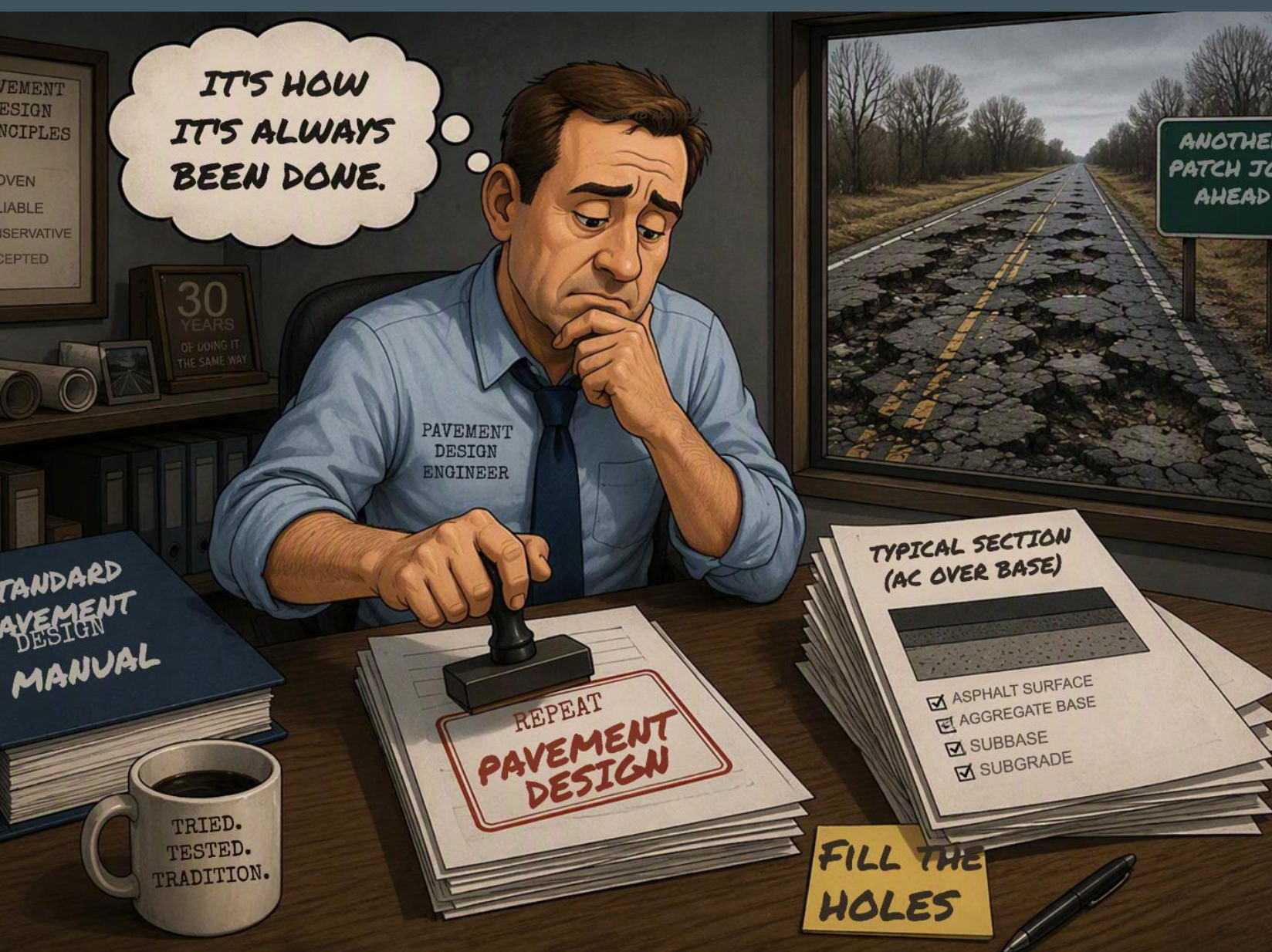
Why take risks when there is ZERO reward?

"What if it fails?" mentality

Find your Agency
"Champion"

Have any of you figured out a way to encourage the use of Cold Recycling when everyone said no?

Old Habits Die Hard



"We've always done it this way"

"This way works just fine"

Agencies might not have the time or funds to do extensive studies of their road's network and collect long term data

Who of you have been successful in getting an agency to change their ways?

Cold Recycling is too Expensive



When compared to the wrong application, this can be true

Do some agencies still compare the price of a mill and fill to Cold Recycling?

Knowing historical pricing and longevity will help you communicate price comparison

Stewardship over our money and natural resources should be top priority



Poor Quality Leads to Second Thoughts

Failures in past projects leads to throwing out Cold Recycling all together

Get to the bottom of why the failure occurred before you assume it's Cold Recycling's fault

Don't "throw out the baby with the bath water" or "Das Kind mit dem bade ausschütten"



Long Term Data on Cold Recycling



We sometimes still hear this reason in more rural areas.

With the lengthy research conducted at several universities, this barrier is easy to overcome

Do any of you still struggle with this barrier?

Lack of Knowledge



With information at the tips of our fingers, delivering CR knowledge should be the easiest thing we can do.

What are ways you are using to spread Cold Recycling Information?

Is the knowledge you're providing resulting in projects?



Thank you for your attention.
Let's have an open discussion on how we
can navigate these barriers.

Policies Holding CR Back
HMA Industry
Risk aversion
Old Habits Die Hard
Too expensive
Poor quality
No long-term data
Lack of knowledge