

# Benefits

*Lighter*

*Brighter*

*Safer*

*Stronger*

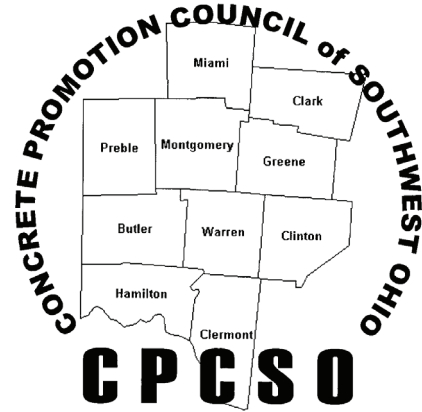
*Versatile*

*Low maintenance*

*Less costly to own*



*An attractive welcome mat for your business.*



**Concrete Promotion Council of  
Southwest Ohio**

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**Concrete for  
pavement that lasts**

## **Concrete Parking Lots**



## *A Wise Investment!*

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## What you should consider in making your parking lot decision.

Often the choice of a paving material for your parking lot is left to the last consideration in your building project. Understandably, the structure is your main concern but the parking lot should be given attention at the same time.



*A lighter, brighter, and safer welcome mat to you business*

### Here are some questions you should ask yourself.

- **What impression do I want my parking lot to convey to my customers and clients?**
- **To what types of use will my parking lot be subjected?**
- **What is the true cost of my parking lot?**
- **How often will I have to perform maintenance on my parking lot?**
- **What does parking lot maintenance include?**
- **How will this maintenance affect the function of my business?**

### A Welcome Mat to Your Business.

The parking area is the first thing that your customer or client notices. Concrete provides a whiter, lighter, brighter, safer environment in which to do business. It provides greater reflectivity allowing a more judicious use of lighting, further enhancing your business.

Who will be using my parking lot and how? We often think that trucks and other heavy vehicles will be restricted to specific areas of the parking lot, but, in reality, that is not always the case. A concrete parking lot can operate with less vehicle restrictions than alternate paving materials.



*A lighter, brighter concrete parking area provides an inviting entranceway to you business.*

### Initially, Concrete Costs More!

While this statement is true, it doesn't take into consideration that it is an investment in your business. The initial cost may be slightly higher, but the **cost to own** the concrete is less over the life of the parking lot.

When you consider the type and frequency of maintenance, concrete is the smart economic choice. The American Public Works Association recommends resealing of flexible pavement every three to five years and resurfacing every ten to fifteen years. After each resealing, re-stripping will be necessary.

In addition to frequent maintenance of other types of paving materials, you should consider the effect that

maintenance will have on the operation of your business. Maintenance downtime means an interruption to ongoing business, not to mention the objectionable odor and tracking of sealing materials into your building.

Over all, concrete is a wise investment. When you consider the total cost to you, the business owner, it is not what the concrete costs today, but what your parking lot will cost you over its' serviceable life.



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