

NEWS RELEASE



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GERKEN MATERIALS INC. WINS NATIONAL AWARD FOR OUTSTANDING WEBSITE

Lanham, Md. — The National Asphalt Pavement Association (NAPA) announced today that Gerken Materials Inc., of Napoleon, Ohio, is the winner of the 2017 Outstanding Website Award. The association was recognized Monday, July 9, at a ceremony honoring the Operational Excellence Award recipients during the NAPA Midyear Meeting in Boston.

“NAPA members strive for excellence beyond constructing high-quality asphalt pavements. The five categories of the Operational Excellence Awards — Asphalt Operations Safety Innovation, Community Involvement, Ecological, Outstanding Brochure, and Outstanding Website — recognize a company’s commitment to operations that make them good contractors, good industry ambassadors, and good neighbors,” said NAPA Chairman Craig Parker.

The Outstanding Website Award recognizes website designs that promote the use of asphalt and the asphalt pavement industry. Websites are judged on the use of industry messages and efforts to educate the general public about the asphalt pavement industry.

In 2016, Gerken created a Marketing Task Force to determine a consistent brand appearance used for logos and for the website, *www.gerkencompanies.com*,” Gerken Paving Area Manager – Central Division Jason Baden said. “We wanted our website to be a ‘showpiece.’ The work led us to create a new website to go along with our new branding strategy.”

The objectives of the new website are to strengthen Gerken’s brand awareness with its target audiences by emphasizing the company’s capabilities and values through its photos, videos, and page content. These objectives focus on Gerken’s commitment to

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excellence, quality service and products; its continuous commitment to safety and quality; and the pride of its employees and are conveyed through rotating slide shows. These slide show decks of sharp photography and videos consistently carry through Gerken's key messages.

"We stress safety and quality as our foundation for success," Baden said. "We also highlight our high-quality service and attribute it in part to our staying on the leading edge of industry standards and methods."

In the Services section, the company's high-quality service is illustrated through a full menu of services that describe asphalt paving, production, aggregate, trucking, milling & grinding, quality control & testing, construction, traffic control, and decorative asphalt. On the asphalt production page, Gerken proudly displays the Diamond Achievement Sustainable logo recognizing the company's sustainable operations.

The Project Portfolio section uses the slide show deck feature to highlight a handful of beautifully composed project photos, as well as projects that have won awards. The images show Gerken's ability to manage large tonnage turnpike projects as well as execute the finer details and handwork necessary for tight projects.

The About Us section speaks to Gerken's current and potential employees, as well as to road owners and agencies. The company's values are on display in its website pages on safety, awards, professional associations, community support, the I Build America page, and the employment opportunities page. The I Build America page also provides resources that teachers, advisors, and guidance counselors can use to help teach students about the many different careers possible in construction and how those careers should be a source of pride because these workers are building our country.

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The National Asphalt Pavement Association (NAPA) is the only trade association that exclusively represents the interests of the asphalt producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations. NAPA supports an active research program designed to improve the quality of asphalt pavements and paving techniques used in the construction of roads, streets, highways, parking lots, airports, and environmental and recreational facilities. The association provides technical, educational, and marketing materials and information to its members; supplies product information to users and specifiers of paving materials; and conducts training courses. The association, which counts more than 1,100 companies as members, was founded in 1955.