

NEWS RELEASE



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THE EZ STREET CO. RECEIVES NATIONAL RECOGNITION FOR OUTSTANDING BROCHURE

Lanham, Md. — The National Asphalt Pavement Association (NAPA) announced today that The EZ Street Co. of Miami was a finalist for a 2012 Outstanding Brochure Award. The company was recognized Monday, July 15, at a ceremony during the association's Midyear Meeting in Boston.

The award recognizes outstanding company brochures designed to promote asphalt pavements.

The EZ Street Co. produced a marketing folder with inserts to complement its portfolio of online and printable digital materials. The brochure is distributed as a leave-behind with customers, a handout at trade shows, and as a direct mailer.

"Asphalt can and should be fun and sophisticated, and it's our responsibility to find creative ways to communicate this message to the world," said Bryan Jean, EZ Street Art Director.

As a tactile alternative in this highly digital world, the brochure's target audience includes municipalities, street and highway departments, utilities, park directors, water departments, transportation departments, homeowners associations, property managers, and contractors.

"The piece is broad enough to reach everyone seeking a carrying solution for their materials," Jean said. "Keeping a clean and simple approach created a universally desirable marketing piece."

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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.