



Company Spotlight:
KM International

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Dunn Company Has a Plan
That Works

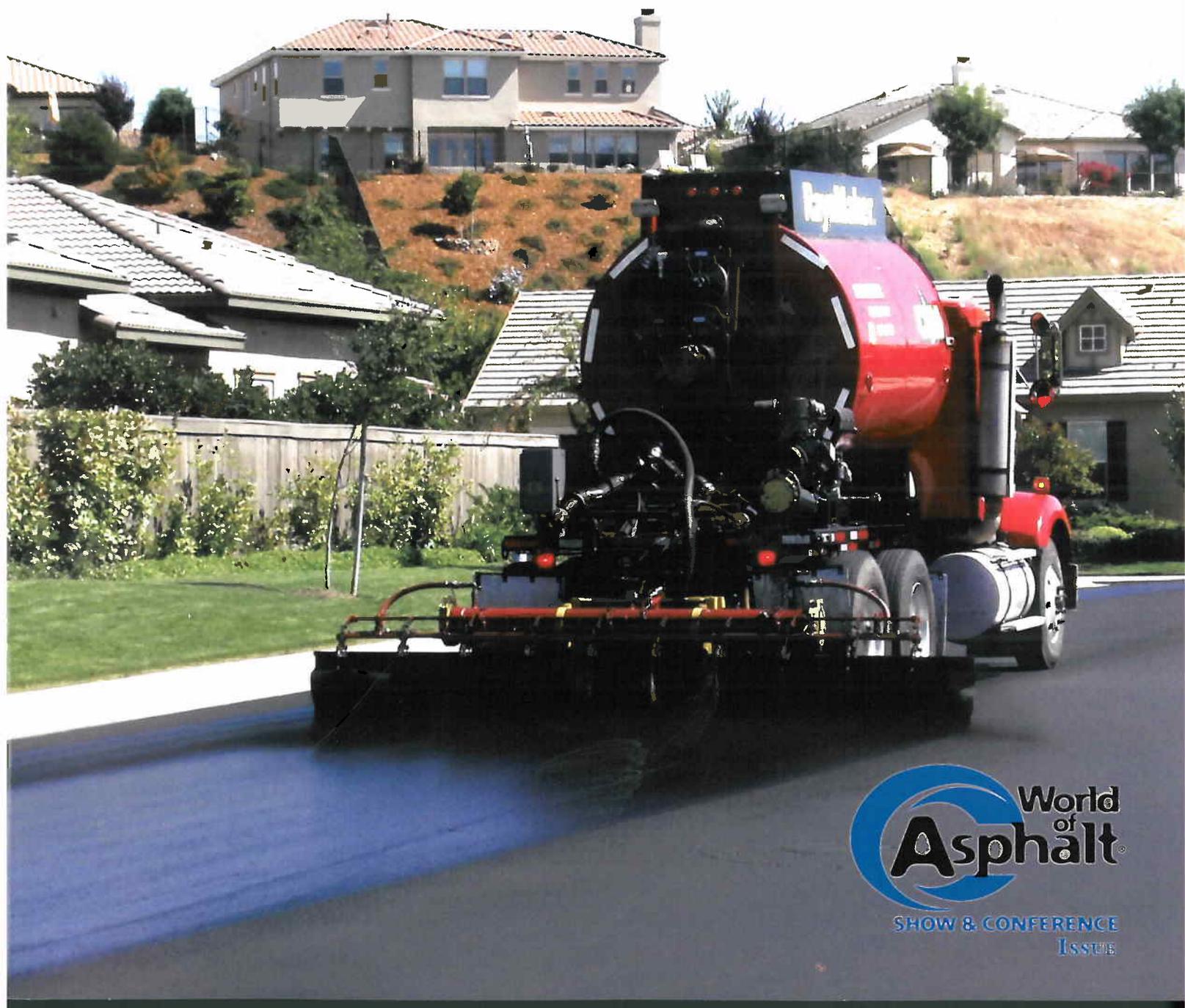
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p.4 This Changes Everything:
Gordon and Rich Rayner Impact the Industry



World
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ISSUE

This Changes Everything Gordon and Rich Rayner Impact the Industry

Gordon started in the pavement maintenance industry in 1974 and formed California Pavement Maintenance Company (CPM) in 1979 when his brother Rich joined him full time. Together they have established CPM as a leader in the pavement maintenance industry, not just in California, but recognized around the world.

As we grew to understand the industry, it was apparent that there was room for improvement. "We originally formed Rayner Equipment Systems (RES) to serve our own needs" relates Gordon Rayner. "During the 1970's and early 80's we struggled with slurry equipment that, despite being brand new, was in constant need of repairs and maintenance." With both Gordon and Rich having mechanical backgrounds (Gor-

don as an Air Force pilot and Rich as a GM troubleshooter), building their own equipment seemed like a cost effective idea. "When you consider the costs of downtime, investing the money in quality components for both performance and reliability made a lot of sense."

It made a lot of sense then and it makes even more sense today. The number one design goal of Rayner Equipment has always been reliability along with top-of-the-line production and performance. Today RES has over 200 RoadSavers in service around the world with a reliability and support record second to none. "Selling a new machine is just the beginning" says Rich. "Supporting the customer with training and information in the fields of slurry and micro is a big part of the

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Cover Story

post-sale efforts. Their success is our success.” “We give the same support to everyone – most of our competitors in the slurry world run our equipment and some of the bigger sealcoat competitors now do as well. They receive the same level of support that everyone does.” RES also provides support for customers that may own other machines as well.

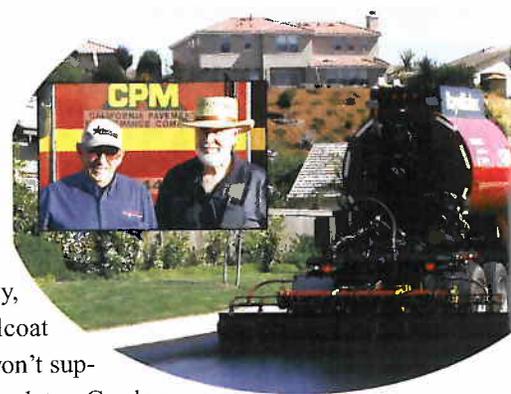
“Part of the support function is often start-up services where we assist in securing material sources, working with our customer’s customer and training our customer’s crew. Using CPM’s experienced people we have helped place slurry or micro on bridges in Panama, the highway in Punta Arenas where Penguins were our biggest traffic issue, Copper mines and highways in Chile, roadways in Russia, China, Thailand, Malaysia and many other locations around the world.” “Slurry and micro can be challenging when a customer enters the field for the first time and we try to make that transition as easy as possible.”

With the establishment of the RoadSaver II as a major player in the world slurry market, Rich turned his design efforts to the sealcoat industry and the PavementSaver series was born.

“Other manufacturers thought we were crazy building a high quality, high performance sealcoat machine. The market won’t support it we were told” relates Gordon.

“But we needed machines for our own use at CPM and others began to see the value in a high performance machine as well. Soon the who’s who of high end sealcoat contractors were buying PavementSavers.” It wasn’t long before the PavementSaver’s performance and high production capabilities prompted a few contractors to turn to the street and road market which led to larger than expected contracts. This created a demand for an even larger, spray only unit designed to distribute fine aggregate filled sealcoats and the RaynMaker was born. The RaynMaker was designed to be fully independent of the truck and to have computerized controls, GPS speed sensing and a high volume of application capabilities.

“In 2009 we built a 1,500 gallon RaynMaker for our own use and we saw firsthand the production value of this machine



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with a project that had several miles of residential roadways on it. Spraying a 13' pass the RaynMaker placed the first 1,500

gallon load in less than 12 minutes at a spread rate of 25 gallons/1,000 square feet."

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"Equipment advances such as these are allowing contractors a wider range of potential activities than previously thought" said Gordon. "Agencies tend to take you more seriously when you show up with a truck mounted unit like the RaynMaker and are able to demonstrate pavement protection at a very reasonable cost."

"Today the sealcoat industry is on the verge of a major transformation, not only in equipment but in materials" says Gordon. "Sealcoat materials are advancing to the point where they offer tough protection for more challenging environments such as high volume roadways and we are beginning to see activity in those areas." "On a test project overseas we now have a modified Steel-Guard sealcoat on a 16 lane highway that sees 140,000,000 vehicles a year. At the one year inspection review the material

continued to perform and to meet Highway official's expectations."

Of today's economy Gordon says "Things have been tough for the last year but pavements are still deteriorating and sealcoating is still the best pavement insurance available. The silver lining to this economic cloud is that people may pay closer attention to protecting their assets than replacing them." "Now, more than ever, you need to market your company, invest in training and quality equipment that allows you to stand out and, above all else, stand for quality." ●



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