



INSTARMAC[®]
INTERNATIONAL

Profitable business opportunity

Manufacture and distribute
world leading road
maintenance and paving
installation solutions.

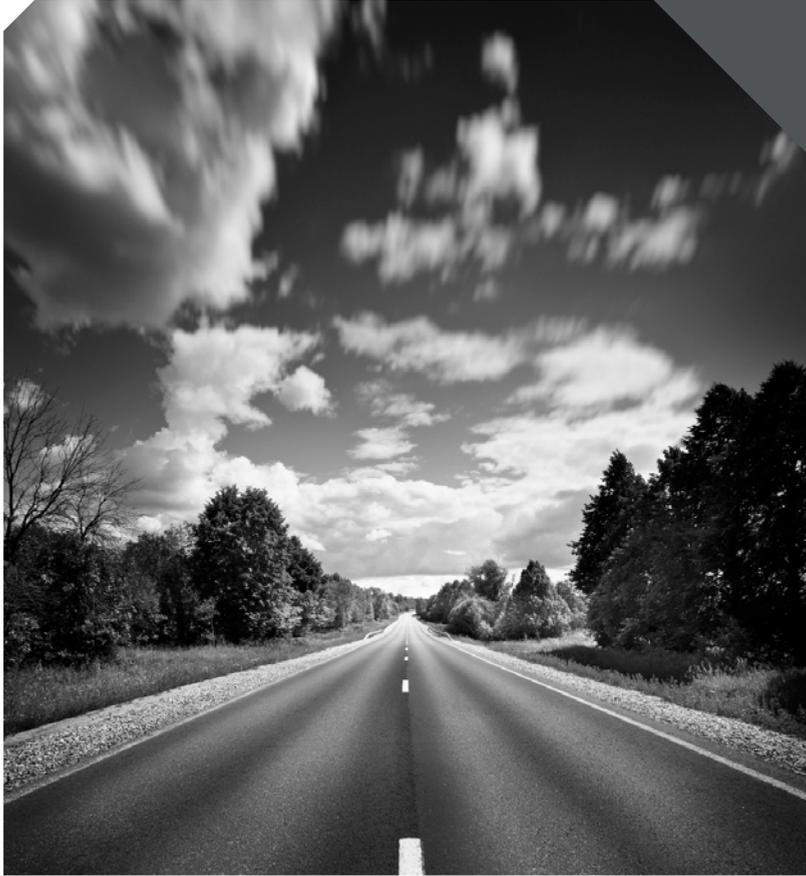
instarmacinternational.com



Dubai Opera House
Installation of 9,000m² of paving

Materials used
UltraScape's BS 7533
Mortar Paving System

Supplier
Tanseeq LLC, Instarmac
International's partner, UAE



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About us



Award winning. Global leader. Experienced. Responsible.

A specialist in the manufacture of cement and bitumen based products to the world market for over 40 years. We have a solid reputation based on the research, development and production of innovative materials for use in highway maintenance, urban regeneration, tiling, commercial flooring and internal finishing solutions.

We are committed to providing high specification products that are durable, proven and independently tested, backed up by first class customer, technical and site support.

You can learn and build on our expertise to establish your own profitable, successful and sustainable business by providing our world-class materials to your country. **With partners in business for over 30 years, you can be confident that by becoming an Instarmac Licensee or Distributor your future will be based on solid ground.**



The Opportunity

Be the market leader in your country by establishing a profitable, sustainable and successful business!

Instarmac International is offering you the chance to manufacture and distribute world leading road maintenance and paving installation solutions.

We are looking for innovators and entrepreneurs across the globe, to join our team, manufacturing our proven and durable pothole repair material, UltraCrete Instant Road Repair®.

We are also looking for innovative distributors worldwide to sell our quality road maintenance and paving solutions.

Read on to find out more...

Over **3 million**
units sold annually
worldwide

A world leading product; always in demand

Be the number 1 supplier in your territory



UltraCrete Instant Road Repair® is a cold lay asphalt concrete formulated for the permanent repair of **potholes** in roads, footways, footpaths, car parks and utility repairs.

It is manufactured using an innovative formulation that reacts under compaction. This, combined with intelligently graded aggregate which interlocks, ensures a durable repair that can be trafficked as soon as compaction is complete.

Unlike bulk asphalt which hardens very slowly, UltraCrete Instant Road Repair's® rapid setting properties make it **ideal for areas of turning, braking and heavy traffic** such as congested city centres, airports and highways. This not only prevents disruption to motorists and traffic flow, but provides a **long term, first time, permanent solution and avoids costly repeat visits** to the same pothole. It has been used in some of the coldest, wettest and hottest countries making it a firm favourite of local authorities and municipalities worldwide.

Simple to apply



Test Data

The only pothole repair product to be tested to the latest European and British Board of Agrément standards.

| TEST TYPE | TEST METHOD | INSTANT ROAD REPAIR | PERMANENT POTHOLE | CONFORMITY |
|-------------------------------------|-------------|---|---|------------|
| Resistance to Polishing - PSV | EN 1097-8 | PTS. CELTEST MATEST: PSV = 66 | PTS. CELTEST MATEST: PSV = 66 | PASS |
| Air void compliance | EN 12697-8 | CELTEST: Air Voids 11.9% | CELTEST: Air Voids 7.9% | PASS |
| Water sensitivity | EN 12697-12 | PTS: Ratio ITRSR 94.6% | PTS: Ratio ITRSR 102.3% | PASS |
| Resistance to permanent deformation | EN 598-110 | TTR: 0.2mm/hr Wheel Track Rate 3.8mm mean rut depth | TTR: 0.1mm/hr Wheel Track Rate 3.6mm mean rut depth | PASS |
| Surface Macrotexture | EN 13106-1 | MAT Test 1.1mm | MAT Test 1.0mm | PASS |

- ✓ Installed on every continent
- ✓ Can withstand heavy loads
- ✓ Durable even in areas of turning and breaking
- ✓ Can be used in ALL weathers
- ✓ Open to traffic instantly



“We were very impressed at the way the product held in during the winter months, especially in some heavy rain storms, where our previous product just washed straight out.”

Michael R. Lindhorst, Senior Maintenance Staff, New York State Bridge Authority.

Become a licensee

– Write your **long term profitable** success story!

Potholes continue to cause problems worldwide. Join our network of licensees and write your own long-term success story by manufacturing our sought after solution that is always in demand.

“ A cost-effective product that is permanent, simple and proven. ”

- **The opportunity to build a sustainable and profitable business.**
- Rights to manufacture our products in your exclusive territory.
- A proven track record of success and performance.
- **High profit margins**
- The opportunity to learn best practice from other licensees.
- Provision of the Instarmac bitumen binder.
- The choice of new, innovative materials as they are developed.
- Advice on your manufacturing plant, specification and local aggregates.
- Training of production operatives.
- Sales training, promotional and marketing support.
- **Low start up costs**



Malaysia



Canada



South Africa

What our customers say...

“Our business has grown from strength to strength over the last 25 years and we have become a market leader in Germany and surrounding countries. Instamak Instant Road Repair® has been used to repair some of the busiest roads in Germany, including the Autobahn as well as repairs to areas in our International Airports, a testament to the product’s exceptional durability and performance.”

Jörg Reick, Proprietor, Instamak, Licensee, Germany

We only started manufacturing Instarmac Permanent Pothole Repair® 2 years ago and are already turning over \$1 million and building a strong reputation in Canada and also the USA. It has quickly become the product of choice for municipalities and utility companies across the country and has withstood some severe weather extremes. Our sales forecast is looking very healthy for the year ahead!

Matthew Kinson, V.P. Business Development, Da-Lee Pavement Products, Licensee, Canada.



Mr Tanaka, President, Shinreki Industry Co., Ltd. and

John Holcroft, Managing Director Instarmac Group Plc.

Celebrating our **30 year partnership** with Japanese licensee Shinreki, **Number 1** supplier of Instant Road Repair in Japan.

Become a distributor

- Build a successful business selling market leading products!

Build a **profitable** and **sustainable** business selling our proven and durable quality products and systems from our highway maintenance, paving, tiling, flooring and internal finishing ranges.

You can be the premium distributor to your own government departments, architectural contract and commercial markets for all manner of applications.

Explore our brands to find out more:

“ We already have 30+ partners worldwide – why not join our growing family? ”

**ULTRA
CRETE**

Proven and trusted highways maintenance and repair materials.
ultracrete.co.uk

**ULTRA
SCAPE**

BS 7533 compliant mortar paving system for hard landscaping.
ultrascape.co.uk

**ULTRA
FLOOR**

Ready mixed and cement based wall and tile adhesives, grouts and ancillaries.
ultratilefix.co.uk

**ULTRA
TILEFIX**

Levelling and smoothing compounds, DPM and primer for commercial flooring applications.
ultra-floor.co.uk

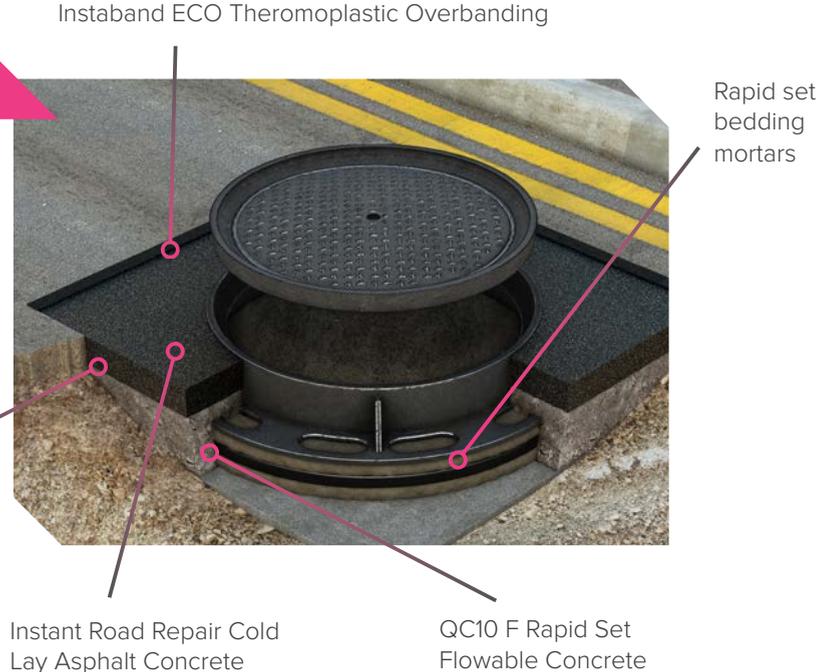
**wondertex**

A range of internal finishing solutions expertly formulated for professional results.
wondertex.co.uk

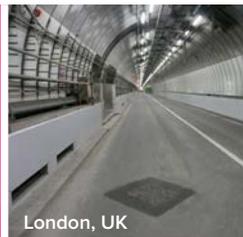
Ironwork Reinstatement System

Distribute our high specification manhole reinstatement system comprising of a range of bedding mortars, backfill flowable concrete, cold lay asphalt concrete, seal and tack coat spray and thermoplastic overbanding.

- A first time permanent repair solution
- Can be used in all weathers
- **Exceeds a 5 year service life with no risk of split liability**
- **Open to traffic in as little as 2 hours**
- Independently tested and approved by the British Board of Agrément

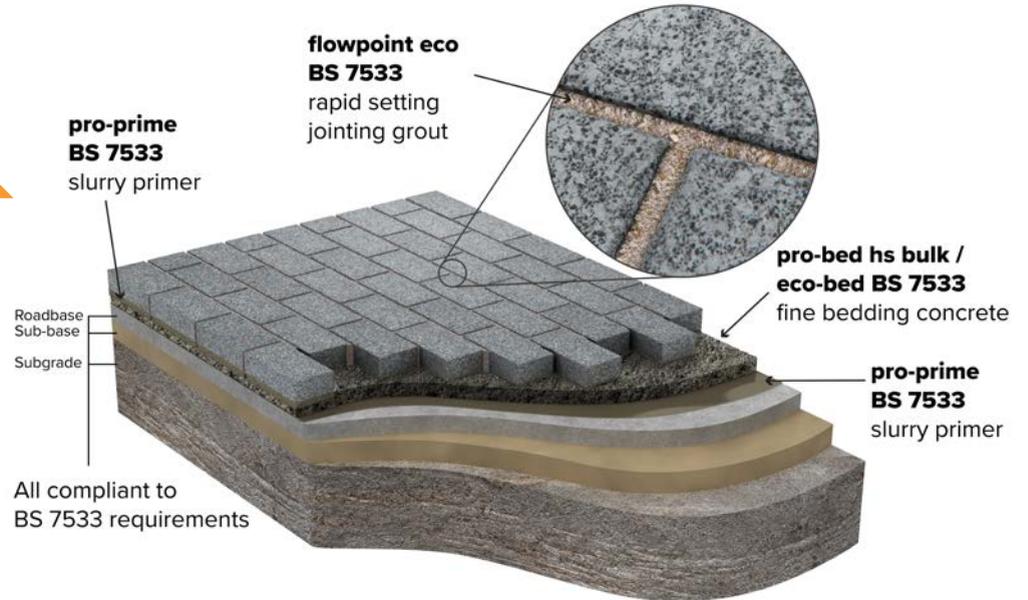


Success Stories using UltraCrete's HAPAS approved Manhole Reinstatement System

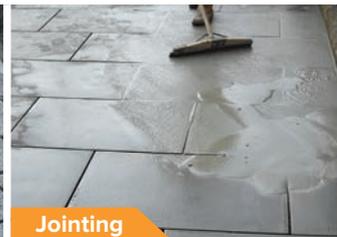


Mortar Paving System

Be the premium distributor of our British Standard 7533 compliant Mortar Paving System – the Landscape Architect’s number one choice for paving installations.



- Durable – has been tested by an independent laboratory which verifies its capabilities
- Protects professional indemnity insurance
- Reduces costly failures
- **Offers a minimum construction life of 40 years, when installed correctly**
- Trusted and used internationally in all climates
- **Rapid opening time, from as little as 1 hour**





London Docklands, UK

Installation of 5000m² of paving



Dubai Mall, Dubai

Installation of 1600m² of paving



Tallinn Old Town, Estonia

Installation of 8000m² of paving



Alvesta, Sweden

Installation of 2300m² of paving



Roxy Cinema, New Zealand

Installation of 700m² of paving



Geilo ski resort, Norway

Installation of 800m² of paving

Success Stories

using UltraScape's BS 7533 Compliant Mortar Paving System

How we support you



In the field

We are on hand whenever you need support and will arrange free bespoke product training, onsite demonstrations and sale support to help you make the most of our partnership.



At exhibitions

Exhibitions are an excellent way of showcasing your products and services. We will offer guidance and content to help you create your stand, and when required, will support you at the event.



Marketing

We will produce impactful marketing material for you, including flyers, case studies, brochures and datasheets, as well as send emails on your behalf, to help you to promote your offering.





Research & development

Investing in our research and development laboratory has allowed us to be innovative and continuously explore changing market demands, new emerging technologies, alternative materials and environmental impacts. Our product range evolves to meet your needs without any compromise to its quality.



Quality

We maintain an automated manufacturing facility specifically designed for our needs, which utilises the latest technology ensuring consistent and reliable product production. An ISO approved process of testing in-house and through certified external bodies offers the reassurance of a quality guarantee and secures worldwide recognised product performance.



Environmental

We continue to implement our comprehensive environmental initiatives as laid out in our ISO 14001 action plan, and often re-evaluate our position with a truly sustainable future in mind for our business and yours.



Start your success story now!



For further information on the exciting opportunities available by becoming an Instarmac Global Partner...

Instarmac Group plc

Head office, Danny Morson Way, Birch Coppice Business Park, Dordon, Tamworth, Staffordshire, B78 1SE, United Kingdom



Email:

international@Instarmac.com



Visit:

www.instarmacinternational.com



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