

## **Magic Seal Launches Awareness Campaign Emphasizing Routine Maintenance Value**

*Having regular asphalt maintenance carried out offers significant savings over occasional extensive repairs, publishes magicsealonline.com*

Having regular asphalt maintenance carried out offers significant savings over occasional extensive repairs, publishes magicsealonline.com. Hilton, New York - February 17, 2017 /MarketersMedia/ -- Authorities recently delved into the cost of parking lot and structure maintenance versus occasional extensive repairs. Studies conducted by the International Parking Institute revealed expenses related to the latter ranged up to five times higher than those of the former. Experts involved in these studies concluded having a routine maintenance plan in place has the potential to significantly reduce cost of ownership.

In light of these findings, Tina Baughman of Magic Seal (<http://www.magicsealonline.com/>) has launched a campaign to raise awareness among local business owners of the importance of asphalt repair. Baughman stated, "The cost of highly involved repairs can certainly add up, especially when minor damage goes ignored. Over time, even small cracks can grow to become major issues. We want business owners across the northeastern U.S. to understand how much they stand to gain by having regular maintenance carried out."

Based on information found at <http://www.magicsealonline.com/>, crack sealing is among the most commonly provided repair services. With this process, small cracks are cleaned and injected with a mixture of asphalt and tar. Overlays are likewise used for relatively minor damage, a procedure entailing grinding down the surface of a damaged area and spreading fresh asphalt over the existing layer. More extensive repairs are carried out via patching in which damaged areas are removed and replaced with a new section of asphalt.

Sealcoating is recommended as a form of preventative maintenance as well as a follow-up measure for each of the previously mentioned repair techniques. All are designed to prevent the need for resurfacing. As the most involved repair method, resurfacing is typically a last resort reserved for damage too extensive to be properly mitigated by other techniques. Further information is available at <http://www.magicsealonline.com/>.

Concluded Baughman, "At Magic Seal, we specialize in all types of asphalt repair, but we want everyone to understand the financial benefits of having smaller damage taken care of before the need for resurfacing becomes imminent. Our crew is the most experienced and professional in our region, and we're committed to providing customers with the best and longest lasting applications of asphalt maintenance products possible, so they can get the most life out of their parking areas, driveways and other hardscapes."

About Magic Seal:

Serving western New York for more than 30 years, Magic Seal is the area's number-one source for the full array of asphalt needs. The company is rated in the top five percent among millions of service providers on Angie's List and has received the website's Super Service Award for six years running for being top-notch in service for residential and business pavement maintenance alike.

Contact Info: Name: Tina Baughman Organization: Magic Seal Phone: (585) 581-2153 Source URL: <http://marketersmedia.com/magic-seal-launches-awareness-campaign-emphasizing-routine-maintenance-value/170871> For more information, please visit <http://www.magicsealonline.com/> Source: MarketersMedia Release ID: 170871

### **Contact Information**

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**Keywords**

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