



# STAR TECHNOLOGY LICENSING PROGRAM

## INTRODUCTION





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### **STAR, INC. is:**

- A prominent manufacturer of pavement maintenance sealcoatings and other products, based on refined tar, asphalt, specialty binders, & polymers, etc.
- A Technology Licensor for sealcoat manufacturing, to independent entities.
- Highly regarded in the industry for its innovative products, technical competence and effective marketing.
- Acclaimed for its commitment to the industry, STAR Members and their customers.



## OUR MISSION

At STAR, Inc., we dedicate ourselves to providing superior products with consistent performance, excellent value and the highest quality in the pavement maintenance and specialty coatings industry.

We are committed to providing our licensees and customers the best technical support in the pavement maintenance and specialty coatings industry. We promise to remain focused on providing the most innovative products and we will always be relentless in making our services second to none. At STAR, Inc. we will constantly strive to implement the critical initiatives required to achieve our vision to stay the industry leader.



## **THE S.T.A.R, PLEDGE**

### **INTEGRITY**

- Our customers can depend on us to deliver Consistent Quality in our Products and Services to our customers Professional & Dependable Technical Support.
- We will honor our promises and expect the same from our customers.

### **INNOVATION**

- We will Stay on the cutting edge of coatings technology and be recognized for our technical leadership.
- We will Continue our tradition of introducing innovative products & technologies.



### **TEAMWORK**

- We will sustain our growth by working closely with our customers, suppliers and employees.
- Our success will be rooted in creativity, perseverance and dedication in all that we do.





## OUR BUSINESS

*Is To*

Serve The Pavement Maintenance Industry with,

- **SEALCOATINGS**- Standard , Professional , Premium and FAA complaint grades.
- **ADDITIVES**- Fast drying, Performance-Boosting additives, for all types of sealcoatings; refined tar, specialty resins, and asphalt emulsion based.
- **TRAFFIC PAINTS**- Water-borne, Alkyds, Chlorinated rubber..
- **CRACK FILLERS**- Both cold pour and hot melt types.
- **CONCRETE** Maintenance Products.



# STAR TECHNOLOGY LICENSING PROGRAM

## STAR MEMBERS

STAR has Members throughout  
the Contiguous U.S., Australia,  
China & India.

- Independently owned and operated.
- Well established in their respective regions. A few members are now in their 4<sup>th</sup>. Generation.
- Sterling reputation for their integrity, products and customer service.
- A very cohesive group, exemplary degree of camaraderie. Willing to help each other as the members of STAR FAMILY.
- Enviably wealthy of knowledge and experience.

# STAR-SEAL

*The World's Most Trusted Sealcoatings,  
Additives and Pavement Protection Products*

### STAR World Wide Headquarters:

1150 Milepost Dr., Columbus, OH 43228  
www.star-seal.com • 800-759-1912

### Good Seal Products:

2129 W. Morgan Ave., Milwaukee, WI 53221  
www.sherwinindustriesinc.com • 800-525-8876

### Great Lakes Coatings:

1240 S. Crystal Ave., Benton Harbor, MI 49022  
www.star-seal-glc.com • 800-545-7941

### Hercules Sealcoating Mfg.:

6596 New Peachtree Rd., Doraville, GA 30340  
www.herculessealcoat.com • 800-815-7668

### Lonestar Sealcoat Supply:

14041 Chrisman Rd., Houston, TX 77039  
www.lonestarsealcoat.com • 281-442-0050

### McConnell & Associates (KC):

1225 Iron St., Kansas City, MO 64116  
www.mcconnellassociates.org • 800-779-6066

### McConnell & Associates (PV):

2262 Front St., Pevsly, MO 63070  
www.mcconnellassociates.org • 636-475-7733

### McConnell & Associates (STL):

2646 Creve Coeur Dr., St. Louis, MO 63144  
www.mcconnellassociates.org • 314-962-1920

### McConnell & Associates (WIT):

1912 W. Harry Ct., Wichita, KS 67213  
www.mcconnellassociates.org • 316-264-1180

### Paving Maintenance Supply Inc (IN):

2120 N. Grand Ave., Evansville, IN 47711  
www.pmsi-usa.net • 812-424-3400

### Paving Maintenance Supply Inc (TN):

201 Howerton Ave., Nashville, TN 37213  
www.pmsi-usa.net • 615-242-7325

### SASCO Pavement Coatings:

718 N. Broadway Pl., Springfield, MO 65802  
www.star-seal.com • 800-798-0160

### Southern Star Materials:

2200 Redding Ln., N. Little Rock, AR 72118  
www.southernstarmaterials.com • 501-771-0111

### STAR-SEAL of Minnesota:

1350 Maras St., Shakopee, MN 55379  
www.star-seal-mn.com • 952-884-9151

### STAR-SEAL of Florida:

2740 N.W. 55th Court, Ft. Lauderdale, FL 33309  
www.star-seal-fl.com • 800-432-8402

### STAR-SEAL of Ohio:

1400 Walcutt Rd., Columbus, OH 43228  
www.star-seal-ohio.com • 888-876-1590

### STAR-SEAL of Pennsylvania:

268 Hafer Rd., Lewisburg, PA 17837  
www.star-seal-pa.com • 855-538-1898

### STAR International Locations:

#### STAR-SEAL in India:

08 Civic Centre, Bhilai, Chhattisgarh, India 490001  
www.bhilaicement.com • +91 0788-2282155

#### STAR-SEAL in China:

19 Chansi Rd., Taicang, Suzhou, China 215413  
www.chinajrb.com • +86 0512 8161 2848

#### STAR-SEAL in Australia:

10-12 Ponda Rosa Rd., Tamworth, NSW, Australia 2340  
www.roadworkindustries.com.au • +61 2 6761 5409

#### STAR-SEAL in Mexico:

Constituyentes 34 Ote, Suite 1, Queretaro, MX 76040  
www.grupotamba.com • +52 442 384 91 97

#### STAR-SEAL in Chile:

Magdalena 265, Las Condes, Santiago, Chile 7550055  
www.quimicalationamericana.cl • +56 2 270 84910





## **STAR TECHNOLOGY LICENSING PROGRAM**

**STAR MEMBERS  
*Are*  
THE CORE REASON FOR OUR EXISTENCE**

***WE STRIVE TO SERVE OUR MEMBERS TO  
THE VERY BEST OF OUR ABILITIES & RESUORCES SO  
THAT THEY CAN SERVE  
THEIR CUSTOMERS WITH THE VERY BEST.***



## STAR TECHNOLOGY LICENSING PROGRAM



### Our Program is Unique

We deliver all the knowledge and support with the least hindrance in your growth. WE TRULY WORK IN A SUPPORT FUNCTION, for delivering technical and marketing help, without getting in your way. You are at full liberty to grow your business, We just make sure that you are producing the very best in sealcoating and selling the best performing products in the industry.

*The cost of our program is a fraction of a typical Franchised program*

### It is NOT a Franchise



Ours is a technical partnership program where we both benefit and have sufficient room to grow through mutual co-operation and support. We are transferring intellectual property. You maintain your independence with the security of knowing you are a part of a national organization with the support of other entrepreneurs most of which have been in the industry for over 35-40 years.

Star's Technology Licensing Program will allow you to keep more of your hard-earned money.

## Cost Comparison-Licensing vs. Franchising

Description	Licensing	Franchise
<b>Freedom</b>		
a. Freedom to run your business	Yes	No
b. Freedom to purchase Materials/Sundry Items	Yes	No- Purchase from Franchisor
c. Freedom to Mark up & Price Decisions	Yes	Limited
d. Freedom for inventory Decisions	Yes	Limited
<b>Costs</b>		
a. Royalties, and others*	1% or less-Variable	7.5% (incl. item 5) Fixed on Total Rev.
	Royalty based on sealer Gal.	On gross Revenue
b. Set cost for a plant	Variable	Fixed
One Time Fee	\$50,000	\$35,000?
Plant, Equipment	\$350-400 K	\$650k-1 mil.
Plant area, land	6000-8000 sq. ft.,	6000-8000 sq. ft.,
	1 Acre, Fenced	1 Acre, Fenced
<b>Territory assigned</b>		
	Yes	Yes
<b>Term</b>		
	10yr/renewable yearly	10yr/renewable 3-5 yrs.
<b>National Marketing &amp; Advertising</b>		
National Marketing & Adv.	Free	1.5% Fee on Total Rev.-Mandatory
Regional Advertising	Members Decision	1% Fee on Total Rev.-Mandatory
<b>The Bottom Line Of The Fees To Licensor vs. Franchisor</b>		
Example- On total rev. of 2 mil.	<b>Approx. \$17,000</b>	<b>\$150,000</b>
Our licensing program will deliver the best chances for YOUR success in the industry without imposing restrictions commonly seen with regular 'run of the mill' franchise programs.		
The comparison made above is in good faith and based upon our knowledge of the industry.		



## WHY CHOOSE STAR

- **Our Sterling Reputation** in the industry as the innovator and leaders, with impeccable integrity.
- **Our STAR Family** and the collective wealth of experience, knowledge base and enviable camaraderie.
- **Higher profits** and lower costs than a franchise program.
- **Independence** to **Control and Grow** your business.
- **Recognition** of your company name, synonymous with S.T.A.R. a highly acclaimed name in the industry.
- **Strength and support** of a national company. S.T.A.R. is the recognized industry leader in pavement maintenance technology. S.T.A.R. is recognized for its cutting-edge technology and innovative products.





## WHY CHOOSE STAR

- **Our technology & formulations** were developed and established over the last 35 years, setting the industry standards.
- **You receive step by step guidance** in plant set up and production operations.
- **Marketing Support-** Your membership includes sales, marketing and national advertising support including on-going promotion for your business
- **Quality Control & Quality Assurance-** S.T.A.R. assumes full responsibility for quality control and quality assurance to your customers, with your cooperation.
- **Technical Support-** S.T.A.R. provides technical support and recommendations for problem solving, specifications, or job bids.



## **STAR TECHNOLOGY LICENSING PROGRAM**

- **We will launch you in the business.** Hands-off approach to let you control your operations.
- **No guesswork** or costly trial & error mistakes.
- **We will fully support** in your plant set up: Plant Layout and Equipment fabrication Blueprints, sourcing of plant equipment and raw materials and manufacturing Commencement.
- **Use of indigenous raw materials, in our sealcoatings.**
- **Complete Technical, Quality Control, Quality assurance support.**
- **Full Marketing and Promotional Support.**



# STAR TECHNOLOGY LICENSING PROGRAM HIGHLIGHTS

## 1. Business Plan and Projections for;

- Sealer Gallonage and other revenue sources (e.g., sundry items)
- Cash flow, a 5-year comprehensive projection based on the demographics and competitive entities in your region.
- Bottom line profits/ loss projections.

## 2. Plant Set up.

- A turnkey equipment package or,
  - A very precise advice on equipment selections for your plant set up.
  - Detailed engineering drawings, blueprints, specifications and assistance in equipment purchasing.
- ✓ Tour of a S.T.A.R. plant of your choice
  - ✓ Production start up support
  - ✓ Technical services support
  - ✓ Technical literature development
  - ✓ Specifications and recommendation

## 3. Full Technology Transfer- set of sealcoating formulations, & literature package



## STAR TECHNOLOGY LICENSING PROGRAM HIGHLIGHTS

**4. Staffing Recommendations** for achieving the desired levels of production and selling in your region;

- Plant,
- Sales & Marketing
- Office Staff.

**5. Group Pricing Negotiations** on all major raw materials. We will negotiate the raw material prices for you but will not require you to purchase through S.T.A.R.

**6. Quality control and quality assurance**

The batch samples are tested regularly for quality compliance.  
Raw Materials are tested and approved.



## STAR TECHNOLOGY LICENSING PROGRAM

# THE STEPS FOR JOINING THE STAR FAMILY

1. **Study the Technology Licensing Program**, thoroughly and discuss with STAR for details.
2. **Select the region** and the location where you wish to set the manufacturing plant and business.
3. **Check the availability** of the region with STAR.
4. **STAR will run a full feasibility** study based on demographics and competition, along with a 5-year projection and financials.
5. **File the application** for the Technology Licensing Program with STAR. All applications will have to be reviewed and approved by the Stockholders.

## STAR TECHNOLOGY LICENSING PROGRAM

### THE STEPS FOR JOINING THE STAR FAMILY-Contd.

6. Checking of the reference mutually i.e. STAR's as well as the Applicants.
7. The approval of the Application.
8. Signing of the contract with 1/3<sup>rd</sup>. Of the Technology Transfer Fee due at the signing.
9. Technology Transfer- 1<sup>st</sup> Step:
  - a. Plant visitation and conference with the plant owner about the operations, Sales & Marketing, manpower, and local licenses & requirements.
  - b. Blueprint for the plant set up along with as detailed list of equipment.
  - c. List of major raw materials suppliers.
10. Plant Set Up- Estimated 3-4 months.
11. Start of sales, marketing and promotions.
12. Production Commencement with STAR personnel present
  - The 2<sup>nd</sup>. Installment of the Technology Transfer due. 3<sup>rd</sup>. Installment is due 30 days after the production commencement
13. Press Release in the industry magazines, and local news papers.





# Thanks for considering STAR's TECHNOLOGY LICENSING PROGRAM



Proprietary information of STAR

