

DIAMOND COMMENDATIONS SET YOUR COMPANY APART



Good roads cost money; bad roads cost more money.

The Diamond Commendation Program outlines best practices for asphalt plant operations, terminal operations, asphalt production, and paving.

Be assured that you are following best practices in all aspects of your operation by following the Diamond blueprints for excellence. From differentiating your company from the competition to improving employee morale and productivity, your company will realize multiple benefits through being a Diamond recipient.

How Diamond Commendations Benefit Your Company

The Diamond self-assessment provides a blueprint for reviewing best practices. Changes made can lead to:

Operations Benefits:

- ◆ Enhanced safety at plant and paving sites
- ◆ Monetary savings
- ◆ Production of a better quality product
- ◆ Improved plant appearance

Community Benefits:

- ◆ Expanded community outreach programs
- ◆ Enhanced company image in the community
- ◆ Improved community relationships and increased trust

Human Resource Benefits:

- ◆ Can instill a sense of pride in employees
- ◆ Raises employee morale
- ◆ Demonstrates to potential employees your company's commitment to quality

Business Benefits:

- ◆ Demonstrates to community, customers, and government officials that your company is committed to producing a quality product at a quality facility
- ◆ Builds trust in your company
- ◆ Confirms adherence to best practices and demonstrate a willingness to be a good neighbor, which can be a benefit when attempting to procure zoning for a new plant site

Industry Benefits:

- ◆ Diamonds help asphalt companies promote the industry
- ◆ They show government officials and potential customers that the asphalt industry is serious about quality

www.asphaltpavement.org/diamond

The Diamond Commendation shows customers that we are a top-notch company for them to work with. It also helps in the community, showing that we are good neighbors people can be proud to work with. It has even helped gain approval for new plant sites in other parts of the state by confirming our history of being a responsible company.

