



# nerej

## **U.S. Pavement Services creates new line of business providing toll free 800-phone numbers to asphalt companies**

July 30, 2008 - Owners Developers & Managers

U.S. Pavement Services, Inc. has announced the formation of a new line of business providing toll-free 800-phone numbers to other asphalt maintenance companies across the country. Members of this new 1-800-Pavement Network have a choice of pavement related vanity phone numbers such as 1-800-BLACKTOP, 1-800-SEALCOAT, 1-888-PAVEMENT, AND 1-800-SWEEPING. Each 1-800-Pavement Network member owns exclusive rights to their chosen phone number within the area codes that comprise their business market. All phone calls placed to that 800-phone number within the protected area ring at their business location.

The 1-800-Pavement Network phone numbers provide effective and affordable advertising for members. The phone number tells customers exactly what the business does. Customers are 14 times more likely to remember and call a distinctive 800-phone number. Other value-added services provided to 1-800-PAVEMENT Network members include a free market plan and design resources for truck signs, job signs, newspaper and yellow page ads, and billboards.

Company founder and president, Michael Musto, comments "We began acquiring 800-phone numbers for our own business needs a number of years ago and quickly began to appreciate how the same 800-phone number can serve different businesses in different area codes. In addition, we have developed a huge knowledge base about asphalt maintenance and asphalt services advertising as we built U.S. Pavement Services into the industry leader it is today. The 1-800-Pavement Network concept allows other asphalt services companies to share in both that knowledge base and our distinctive 800-phone numbers."

### The Beginning of an Idea

In 1985, as a recent Babson finance graduate, Musto founded U.S. Seal-Coat, Inc. and in 1994 he added a U.S. Paving subsidiary. Beginning as a sealcoating operation, the company has expanded its line of pavement services to also include repaving, pothole repair, cut and patch paving, crackfilling, line painting, concrete repairs, and specialty/athletic court coatings. With an advanced approach to progressive maintenance and prolonging the useful life of asphalt surfaces, the Woburn based company is the largest pavement services company of its type in New England and one of the largest in the country.

In early 2008 Musto changed the corporate name to U.S. Pavement Services, Inc. "We decided that the U.S. Seal-Coat name no longer made any sense for us because we provide a full range of asphalt maintenance services well beyond just sealcoating. We are truly a one-stop shop for all pavement needs, and have been for a number of years. Providing some of our services under the subsidiary name of U.S. Paving was creating confusion among our customers. So going forward, we are just U.S. Pavement Services. That really best describes what we do," said Musto.

Operating from Three New England Locations

In addition to the Woburn headquarters, U.S. Pavement Services has added offices and crews based in Hartford, Conn. and Braintree, Mass. to better serve the growing customer base. Anthony Santagati, director of operations, comments about the new location, "For years we've had good customer bases in both Conn. and in the southeastern Mass. and R.I. markets. Now, with a full time staff and equipment located right in the middle of these areas, we are even better able to service our customers there. We can provide faster turnaround time on jobs and quicker response to customer inquiries." Santagati has been with the company for more than fifteen years and is responsible for the crews' operations.

#### The Difference

Since 1985, U.S. Pavement Services has grown by providing the greatest attention to detail in the industry. "No other contractor can provide our level of professionalism throughout N.E. We are committed to safety, quality, and professionalism every day," said Musto. "All work performed - including paving, patching, sealcoating, crackfilling, line painting, and concrete - is guaranteed 100% to exceed your expectations. I personally guarantee it."

Musto said, "We are pleased now to introduce our 1-800-Pavement Network. This allows us to extend our business philosophy, knowledgebase, and distinctive 800-phone numbers to other asphalt maintenance companies across the U.S."

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540