

# Differentiating with Diamonds

Putting the emphasis on a commitment to high quality

By Kelly Kanaras



Gallagher Asphalt leverages its NAPA Diamond Commendations to illustrate that it delivers quality.

Brochures can play an important part in a company's marketing strategy. Leaving behind literature that highlights your company's competitive advantages is a continuous reminder to potential clients of what sets your company apart from the competition. This year's Outstanding Brochure Award winner developed a brochure that focuses on an accomplishment that is unique to the company in its state.

## WINNER

**Gallagher Asphalt Corp.**  
Thornton, Ill.

**Diamond Commendation Brochure**  
Gallagher Asphalt Corp. created its company brochure to underscore that it is the only asphalt pavement contractor in Illinois to receive all three applicable Diamond Commendations — Diamond Achievement, Quality, and Paving. The Diamond Commendations are self-assessments that recognize the use of best practices in operations

at the asphalt plant, in the asphalt lab, and on the paving crew. The brochure explains how and why companies earn the commendations.

"We felt like this was an opportunity to communicate our point of difference in the market," said company Vice President Patrick Gallagher. "It's just a matter of time before there's another contractor that can make the same claim. Until then, we are the only ones."

The brochure travels with project managers when they meet prospective customers and is used by Gallagher's retail sales people. It is a way to differentiate Gallagher from other producers.

"For so many of those retail customers that are price sensitive, we want them to understand that there's more to a company than being the lowest price. We are more quality conscious and service-oriented," Gallagher said.

Gallagher said that having the "badge of honor" of being a triple-Diamond Commendation recipient means a lot to them and that it

also can mean a lot to prospective customers, too. In addition, earning the commendations has had an impact on current and prospective employees. Earning these commendations and showing the company's commitment to quality is a differentiator in the labor market, too.

"Employers have to recognize that good potential hires have choices too," Gallagher said. Having the commendations helps Gallagher convey to high-caliber candidates what its values are.

The goal of the brochure is to communicate to potential customers that Gallagher delivers peace of mind. "It's about trust and reputation with the customers; not just price. We're proud to let potential customers know that we have pride and respect in earning these commendations. We work hard to do what we can to deserve them." **AP**

Kelly Kanaras is NAPA's Associate Director of Member Programs.