



ASPHALT INSTITUTE

INDUSTRY FOCUS & COMMITMENT



AT THE CORE OF ASPHALT INNOVATION AND INTEGRITY



OVERVIEW

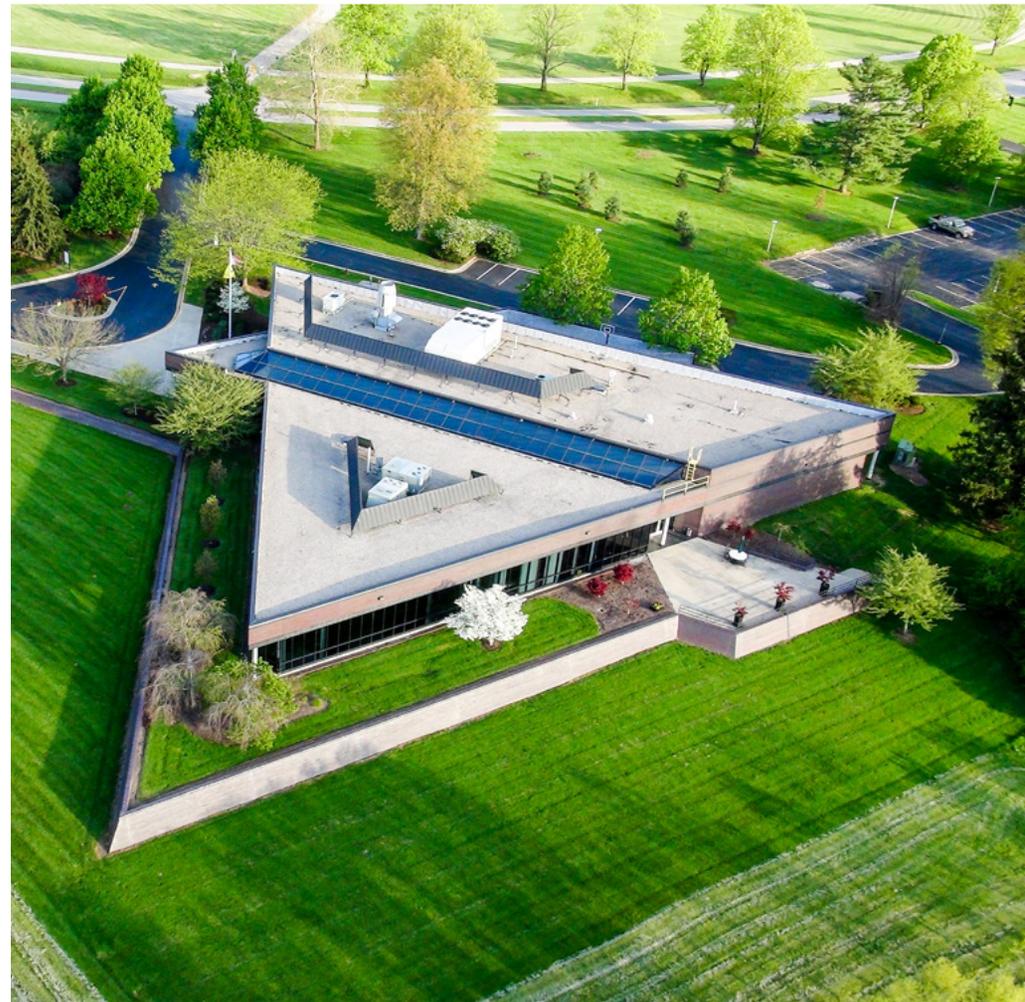
Asphalt Institute is the international trade association of asphalt producers, manufacturers, and affiliated businesses. Founded in 1919, the institute's members represent over 90% of the liquid asphalt produced in North America and an increasing share of international markets. Asphalt Institute is committed to advancing member-driven goals guided by four core pillars—**Education, Engineering, Industry Stewardship, and Research**—that advance the performance and sustainability of asphalt. Through practical training, trusted engineering expertise, rigorous science-based research, and responsible industry leadership, we support our members with the knowledge, tools, and solutions needed to deliver resilient, long-lasting pavements and residential roofing that benefit communities.

MISSION

The Asphalt Institute promotes the safe and effective use of quality asphalt through engineering, research, education, and stewardship.

VISION

Through shared expertise and collaboration, the Asphalt Institute is advancing a future where a unified liquid asphalt industry delivers preferred, enduring solutions for pavements and roofing.



SIX AREAS OF STRATEGIC FOCUS

1 MEMBER CONNECTIVITY

A catalyst for member engagement through meetings, programs, and communications.

2 ASPHALT PROMOTION

Marketing efforts to increase the use of asphalt globally.

3 TECHNICAL LEADERSHIP

Professional engineering, research, and testing that shape specifications, standards, and public policy.

4 EDUCATIONAL EXPERTISE

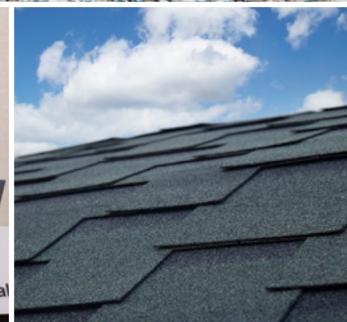
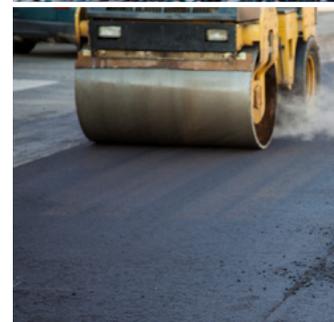
Training and publication of the latest advancements in asphalt technology.

5 INDUSTRY STEWARDSHIP

Sweat equity and strategic partnerships to achieve solutions to longer-range challenges.

6 SUSTAINABILITY INITIATIVES

Sustainability initiatives that directly support our members' commitment to a sustainable future.



MEMBER CONNECTIVITY

Asphalt Institute connects members through a variety of methods to generate networking opportunities, knowledge transfer, and member engagement.

- Three exclusive member meetings annually
- Industry-focused standing committees
- Asphalt Institute's annual report
- Online membership directory
- Longevity program
- EPIC Leadership Program
- Mentor program
- Asphalt eNews
- Asphalt usage report
- HSE alerts
- Retail location map



ASPHALT PROMOTION

The Asphalt Institute strategically markets and promotes the value of asphalt and our industry through dynamic communications and community engagement. We leverage trusted publications, digital and social platforms, and partnerships with schools, universities, and communities to elevate awareness, share knowledge, and inspire future leaders by:

- Publishing Asphalt magazine, which reaches an international audience of over 16,000+ industry professionals three times per year
- Leading and amplifying Asphalt Day (May 15)
- Maintaining an active social media presence to share industry news and resources
- Engaging the next generation, including partnerships with schools and universities
- Building impact through the asphalt community that connects education, research, and real-world application



TECHNICAL LEADERSHIP

The Asphalt Institute provides professional engineering, research, and testing for the asphalt industry offering:

- A full-service laboratory, accredited through the AASHTO Accreditation Program (AAP) since 1997
 - Laboratory-focused training and certification
 - Asphalt binder, emulsion, and mixture performance testing
 - Applied research and industry collaboration
- **R18LabQMS** web-based management tool for quality management systems, following the guidelines of AASHTO R18
- A network of highly respected Regional Engineers providing unbiased technical support to member companies, users, and agencies, while promoting new technologies and best practices



EDUCATIONAL EXPERTISE

Asphalt Institute's education program and publications focus on the use of proper techniques for all types of asphalt applications including materials, design, construction, maintenance, and rehabilitation.

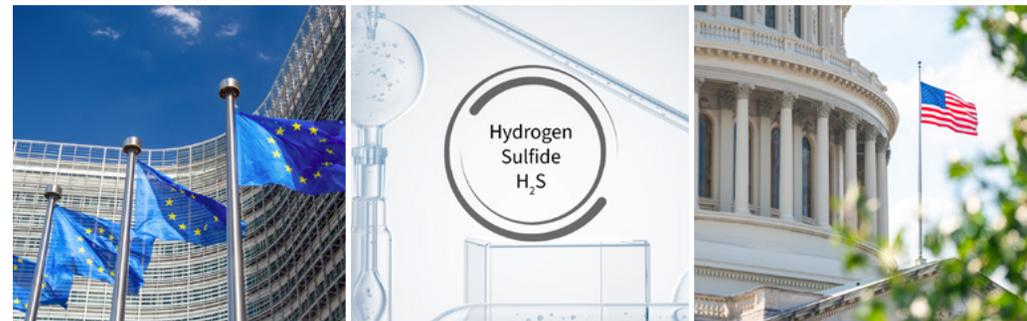
- **National Binder Technician Certification (NBTC)** program and **National Emulsion Technician Certification (NETC)** program, both designed to reduce variability in test data by promoting good, consistent laboratory practices
- **Paving Inspector Certification (PIC)** course offers the road owner and contractor the tools they need to confidently inspect pavements at every stage of the operation
- Seminars and webinars educate industry representatives throughout the year, promoting new techniques and good practices
- Manuals, publications, and eBooks highlight the latest knowledge and complement online and in-person training



INDUSTRY STEWARDSHIP

Asphalt Institute promotes asphalt as a safe and environmentally friendly construction material for highways, roads, and roofing systems through a program of scientific research and technological development, including:

- Close coordination with industry partners such as Eurobitume, National Asphalt Pavement Association (NAPA), and Asphalt Roofing Manufacturers (ARMA)
- Original research projects
- Monitoring regulatory initiatives
- Development of safety resources, collateral, and reference documents covering a variety of topics and important initiatives:
 - Cooling Asphalt Burns
 - Hydrogen Sulfide (H₂S)
 - Personal Protective Equipment (PPE)
 - Odor Management
- Industry Stewardship Health, Safety, and Environment Alerts - notification of regulatory issues and current research



SUSTAINABILITY INITIATIVES

SUSTAINABILITY AT THE ASPHALT INSTITUTE

Asphalt Institute supports members through transparent, collaborative, science-based initiatives that deliver practical progress today while building long-term, future-focused solutions.

- Industry tools, research, and education to meet evolving sustainability expectations and drive innovation
- Life cycle insights for asphalt binder and Environmental Product Declarations (EPDs) to support data-driven decision making
- Forward-looking, long-term research advanced through the Asphalt Institute Foundation
- A holistic approach that connects environmental performance with pavement durability, economic value, and societal benefit



ASPHALT INSTITUTE FOUNDATION



The Asphalt Institute Foundation (AIF) was incorporated in 2014 as a 501(c)3 non-profit dedicated to advancing the future of the asphalt industry through strategic research, education and workforce development.

The Foundation does this by:

- Funding innovative research that addresses industry challenges
- Supporting scholarships through the Kirk Scholarship Fund and internships for future professionals
- Developing educational programs (Asphalt Technology Module and Publications) that reach undergraduate and graduate-level engineering students across the United States

Visit www.asphaltfoundation.org for more information.



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