

A.J. Positano Paving Strikes a Balance Between Portability and Homegrown Service



When you have been in business as long as A.J. Positano Paving, you will have learned a few things about how to fulfill consumer needs.

The firm, which began in 1968 in Sault Ste Marie, has been providing a service across northern Ontario, northern Michigan and central Ontario, that may not have otherwise been available in those areas.

“We are an asphalt paving company that caters to communities that may not have a local company doing what we do,” explained James Positano, president of A.J. Positano Paving. “We have a portable system, crusher and asphalt plant for people who may not have a service of this nature. It provides an essential service in terms of paving, fixing roads, and putting those tools at their disposal.”

Originally operating out the back of a pickup truck in northern Ontario, Positano explained that he is very pleased with where the company has come from and what they are able to do. While they are still located in Sault Ste Marie, they have brought their services throughout northern Ontario. For Positano, the company provides a very important service.

“It’s a long distance for a lot of this stuff to be hauled, so we can bring our equipment in and do the work for them on site,” he said. “They’re not paying for haulage for every material that goes in. What we try to maintain is that much of the dollar value that we’ll do in a community is about 40 per cent will go into the spot where we’re working.”

The service is very welcomed by their clients, but it has not always been

easy. Positano explained that they have improved the efficiency of their operations out of necessity as much as providing better service to their clients.

“Earlier, we would do a lot of work in these communities and we would be hauling the materials a great distance,” he explained. “We would be waiting for materials. We decided that we need to be able to do better than this for ourselves and the customer.”

The rest, as they say, is history.

“That was what prompted us to get into this equipment and get into this business,” he said. “It was a need that I saw; a niche in the market.”

From there, the company has grown to include about eight trucks, with vehicles carrying around 25 pieces of equipment. The equipment is extremely portable, and allows them to travel about anywhere they are needed.

“We pride ourselves on being able to move 300 to 400 miles and be prepared to work the next day,” Positano said. “We can give them a cost-effective service, and be able to go there on a regular basis.”

In terms of competition, Positano added that the company is able to do smaller projects that other asphalt companies may not be able to. For their competition, the bigger jobs are where they are able to make money. As such, smaller, outlying communities are often out of the question for projects.

“The dollar value that competitors need would be possibly 20 times what we would need,” he said. “For a bigger contractor, it would have to be a big highway project before they move. We’re moving to a site for 300 to 400 tonnes.”





With that said, Positano explained that they bring a number of other strengths to their clients. First and foremost, the quality of their product and service stands out as one of the best in the industry. This is particularly true in places that rely on the services of A.J. Positano Paving.

“I believe that we’ve developed a report with many towns, and they know that they can count on us every year,” Positano said. “They know that we’re not very far away, and that we will be there if they need us. That is the strength that we maintain.”

And the timing for that reputation could not be better for A.J. Positano Paving. An increase in public spending on infrastructure is seeing more work in northern Ontario, and the company is there to handle the work.

“The federal and provincial governments have a lot more money than they ever used to,” Positano said. “I think that’s going back out in payments to townships and areas that wouldn’t nor-

mally get this money.”

As good as that increase in funding is for Positano, it is extremely important for the communities. Positano noted that many communities are now redoing roads and infrastructure that was in dire need of repair and rehabilitation. Being prepared to handle that workload is what Positano is striving to do.

With that, Positano explained that the portable nature of the business is what has helped them throughout the years. While some companies have to remain stationary and only service one particular market, A.J. Positano Paving has the luxury of being able to bring their company to different locales.

The result has not only made good economic sense, but it has given the firm a range of experience and expertise. They now operate in Michigan, as well as their work in northern Ontario. As needs arrive for their services, Positano said they will try to go there.

“We can move to someplace else and fit in, and we

have prided ourselves on being able to do that,” Positano said. “For us, we have been versatile and able to move to the work. All we have to do is make sure we bring our service and values into those new areas and

we’ll be fine.”

More importantly, is that they have the service and expertise to bring to each of those communities.

“Our niche is that we cater to towns, commercial interests, and homeowners

with a special ability to cater to the more complicated job that the conventional pavers aren’t able to provide as our specialized equipment and expertise allow us to do,” Positano said. “We take extra time

and care to finish these parking lots, roadways and driveways, so water drains properly and the end product has a long life for our customers.”

A.J. POSITANO PAVING

Toll Free 1.800.461.2284
a.j.positanopaving@bellnet.ca

**EXCAVATING
GRADING
PAVING
DRIVEWAYS
PATHWAYS**

Congratulations to A.J. Positano Paving



Peter Reynolds

DAWSON & KEENAN
INSURANCE & FINANCIAL SERVICES

Commercial Account Executive

121 Brock Street, Sault Ste. Marie, Ontario P6A 3B6

*Congratulations to A.J. Positano Paving
as you celebrate 40 years of success.*



STEFANIZZI
PROFESSIONAL CORPORATION
CHARTERED ACCOUNTANT

524 Albert Street East, Sault Ste. Marie, Ontario P6A 2K4
Tel: (705) 949-9616 Fax: (705) 949-8947