

TWO DECADES OF EXCELLENCE



Images Sripath

Pictured: The milestone reflects Sripath's positive impact on Australia's transport and infrastructure sectors.

Below: Sripath's 20 years of operation is the culmination of industry innovation, collaboration and education.



SRIPATH TECHNOLOGIES® IS CELEBRATING ITS 20TH ANNIVERSARY, HAVING PLAYED A MONUMENTAL ROLE IN INSPIRING INNOVATION, SUSTAINABILITY, EFFICIENCY AND MORE ACROSS THE GLOBAL ROAD CONSTRUCTION AND MAINTENANCE INDUSTRY.

Maintaining two decades of consistent delivery for high-quality, innovative, reliable, sustainable and cost-effective asphalt additives and technologies is no small feat.

Many aspects contribute to such an achievement, but above all, it's industry experts and thought leaders who have helped establish such a success.

It's these characteristics that have resulted in one of Sripath's proudest accomplishments to date.

As Krishna Srinivasan, President and Founder – Sripath Technologies explains, the company was founded on a simple yet purposeful notion – of not only supporting the asphalt industry, but also society at large.

“When we started this company 20 years ago, our vision was simple: use science and collaboration to solve the toughest challenges in asphalt. Seeing that idea grow into a global organisation has been truly remarkable,” he says.

HUMBLE BEGINNINGS

Sripath was founded in 2006 and – like many startups – began with an idea and a plan but had to quickly learn to adapt as real-world challenges emerged.

Srinivasan explains that from the outset, Sripath positioned itself as a technology-driven company, focusing on innovative solutions and a strong commitment to sustainability, even before

it became a formal part of its product development process.

“Sustainability has never been a separate initiative for us. It's built into our corporate DNA and into every product and technology we develop, design, and market,” says Deepak Madan, Chief Operating Officer – Sripath Technologies.

“Whether it's enabling higher RAP (reclaimed asphalt pavement) use, lowering production and use temperatures, reducing emissions, or conserving energy, our goal is to deliver practical additives and technologies that help the industry cut its environmental footprint without compromising performance.”

While sustainability has always been an

Sustainability has long formed a key part of Sripath's operations and product offering.



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underlying value since Sripath's earliest days, it's become increasingly integrated and quantified throughout its operations, namely through the company's development of EPDs (Environmental Product Declarations).

The transparency provided by these EPDs includes information about the materials, production process and logistical elements used to develop and deliver each compatible product.

Srinivasan believes that such transparency has helped to inspire tangible changes in the sustainable output of Sripath's clients.

"It's been important to educate the sector and our customers on what is an EPD. How do you use it? What do you use it for? There's plenty of new technologies, bio-based binders and plant-based additives for example," he says.

"They're great example of simply not just meeting a performance target but instead doing it in a very conscious manner that either minimises or neutralises your carbon footprint."

KEY CONNECTIONS

A mainstay of Sripath's success has been its ability to form local industry connections.

There are few better examples of this in action, than Sripath's growth in Australia, since it established its operations in Melbourne five years ago. As Ravi Rajagopalan, General Manager – Sripath Asia-Pac explains.

"In just five years, Sripath Asia-Pac has become a trusted partner to transport

agencies and contractors across the region. Our growth reflects both local commitment and global expertise," he says.

"As sustainable, high-performance technologies become even more critical, we're proud to support that regional evolution with proven additives, strong on-the-ground technical support, and excellent customer service."

Sripath now has proud connections and partnership with several key associations, such as the Australian Flexible Pavement Association and Austroads, as well as universities, government and other local authorities.

"EVERY ADDITIVE WE DEVELOP IS DESIGNED TO ADDRESS A SPECIFIC INDUSTRY NEED. TWO DECADES IN, WE CONTINUE TO DEVELOP NEW PRODUCTS AND TECHNOLOGIES THAT HELP THE INDUSTRY PUSH PERFORMANCE AND ACHIEVE SUSTAINABILITY GOALS."

"We always wanted to be regarded as part of the industry in Australia," Madan says. "Really early on, we established good working relationships with RMIT (Royal Melbourne Institute of Technology), to learn more about local standards and materials, which was instrumental in opening the door to start interfacing and discussing with major transport agencies across Australia."

As Professor Filippo Giustozzi – RMIT explains, Sripath has been instrumental in supporting wider outcomes, beyond just its customer base and projects.

"Sripath's willingness to partner with

research institutions shows a deep commitment to advancing the science of bitumen and asphalt, not just selling products," he says.

"Their technical engagement across the Asia-Pacific region has significantly strengthened regional knowledge on RAP, warm mix technologies, and sustainable pavement design."

Establishing local connections also helped to cement Sripath's role as an educator within the sector, offering seminars, conducting broad-based outreach and sharing general knowledge about rejuvenation technologies and sustainability.

Srinivasan says this educational approach has contributed to greater openness within the industry to new materials, methods, and environmental accountability.

"It would be presumptuous to say we led the change, but all I know is where the sector was when we started, and where is it now," he says. "We've had a role to play, as have others, in emphasising better use of materials, technology and sustainability concepts."

"We've been part of that process, and it's resulted in a greater willingness to accept new ways of thinking, all without diluting

specifications. Greater consideration of new ways of doing things – that’s been the biggest change.”

Jill McConaghie, Marketing Specialist – Sripath adds that educating the sector helps to create a cascading effect that benefits all.

“The more we learn, the more the industry learns and evolves. As a result, we then need to learn again to keep up. It’s about pushing ourselves and the sector along, together, using our science-based impetus,” she says.

IMPACTFUL PORTFOLIO

It goes without saying that innovative product developments have played a key role in Sripath’s 20 years of industry impact.

Among the notable innovations developed during this time is the ReLIXER® asphalt rejuvenator and recycling agent. ReLIXER enables the use of high-RAP mixes, while also helping to drive cost savings and reduce the carbon footprint of project outcomes. This is as well as its ability to restore the functional properties of aged RAP binders, making it a preferred additive for many Australian contractors.

“The launch of ReLIXER was a key

milestone. It was a technology that was at least three years in the making, which leapfrogged a number of other solutions in the space,” says Srinivasan. “It really was an entry point, and it’s been very gratifying to see how much – and well – it’s been adopted around the globe.”

Another is PGXpand®, a bitumen-friendly polymeric additive. This innovation helps to enhance high-temperature performance, rutting resistance, stiffness and fatigue.

PHALANX®, ButaPhalt®, NuMIXER® and ReNUBIT® are just some of the other additives that have helped to set Sripath apart from other providers.

“Every additive we develop is designed to address a specific industry need. Two decades in, we continue to develop new products and technologies that help the industry push performance and achieve sustainability goals,” says Vince Aurilio, Senior Technical Director – Sripath Technologies.

EYES ON FUTURE

Despite its multi-decade success, Sripath Technologies is not resting on its laurels. The company is still actively engaged with

the global market, including assessing international opportunities for expansion.

This also includes reinforcing and further supporting its mission to “Make Asphalt Better®”.

“Twenty years in, our mission hasn’t changed. We’re here to Make Asphalt Better. The opportunities ahead are bigger than ever and we look forward to working hand-in-hand with our customers around the globe,” Srinivasan says.

“We recognise that times can be challenging in the Australian paving industry, but this is a cloud that passes. When you come out on the other side, you come out much better, because you learn to cope through ingenuity and thought-provoking ideas.”

For Madan, the future is bursting with opportunity, with a constant being the company’s commitment to the local markets it services.

“We’re still on a growth journey,” he says. “We’ll continue to diversify and expand our product portfolio, both organically and via acquisition. We plan to be here for the long term.” ■

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