



Rue du Commerce 77
1040 Brussels – Belgium

PRESS RELEASE

EAPA's Asphalt Advocate Award 2021 presented

Brussels, 31 March 2021. The European Asphalt Pavement Association (EAPA) has announced that Susann Groß-Matthäi of the EAPA Associate Member Sasol Wax, Germany, has been named as recipient of the "EAPA Asphalt Advocate of the Year" award 2021.

With this award, granted since 2017, EAPA honours a member that has demonstrated initiatives regarding better asphalt road marketing and the communication of important industry's topics. The Asphalt Advocate should have a strong link with the "Asphalt Advantages" campaign, which EAPA initiated together with Eurobitume, the European Association of Bitumen Producers.

As all upcoming EAPA Committee meetings will be held online, due to the COVID- 19 restrictions, it will be currently impossible to present the award to Mrs Groß- Matthäi in the next EAPA General Council Assembly.

EAPA Secretary-General Dr Carsten Karcher noted: "This award represents the recognition of EAPA's Membership for her contribution to all activities inside and outside EAPA to support the good communication on asphalt topics to the benefit of the asphalt industry over several years. Additionally, her strong commitment to the Asphalt Advantages campaign shall be honoured. We hope to be able to make a proper presentation and full citation of recognition to Susann later in the year, when hopefully things will return to a more normal situation."

Responding, Susann stated: "I am immensely proud to receive this award. A positive image for our industry and our construction materials are very important to me. EAPA makes a great contribution to showing its members, politicians and road users how safe, comfortable, economic, and sustainable asphalt roads are and how innovative the industry is to pave the way into the future. I wish that our industry and all the people working for it will be noticed even more in the future. Because asphalt roads connect us all. They are essential for our economy."



Susann Groß-Matthäi started her professional career in 2002 at Sasol Wax. Ever since she



has been working in Marketing & Sales and held different positions, she has a degree in business administration and a passion for marketing communication.

In EAPA, she is highly active in the Communication Committee, which she also chairs since its inaugural meeting.

About EAPA's Asphalt Advocate Award

Provided since 2017, EAPA honours with this award a member that has demonstrated own initiatives regarding better asphalt road marketing and the communication of important industry's topics. The Asphalt Advocate should have a strong link with the "Asphalt Advantages" campaign, which EAPA initiated together with Eurobitume, the European Association of Bitumen Producers. More information about the award and its winners can be found on the EAPA website.

[Link to EAPA Advocates](#)

Notes for Editors

EAPA is the voice of the Asphalt Paving Industry in Europe. With more than 40 Members and Associated Members, EAPA represents most of the asphalt pavement industry engaged in asphalt production, asphalt road construction and maintenance all over Europe. EAPA works to ensure that the use of asphalt, as the optimum choice for the construction and maintenance of the vital European road infrastructure, is fully appreciated, promoted, and implemented.

[EAPA Website](#)

Contact

Carsten Karcher, EAPA Secretary-General, email: karcher@eapa.org, Twitter: @CarstenKarcher and @eapa_org, phone: +49 171 7817173