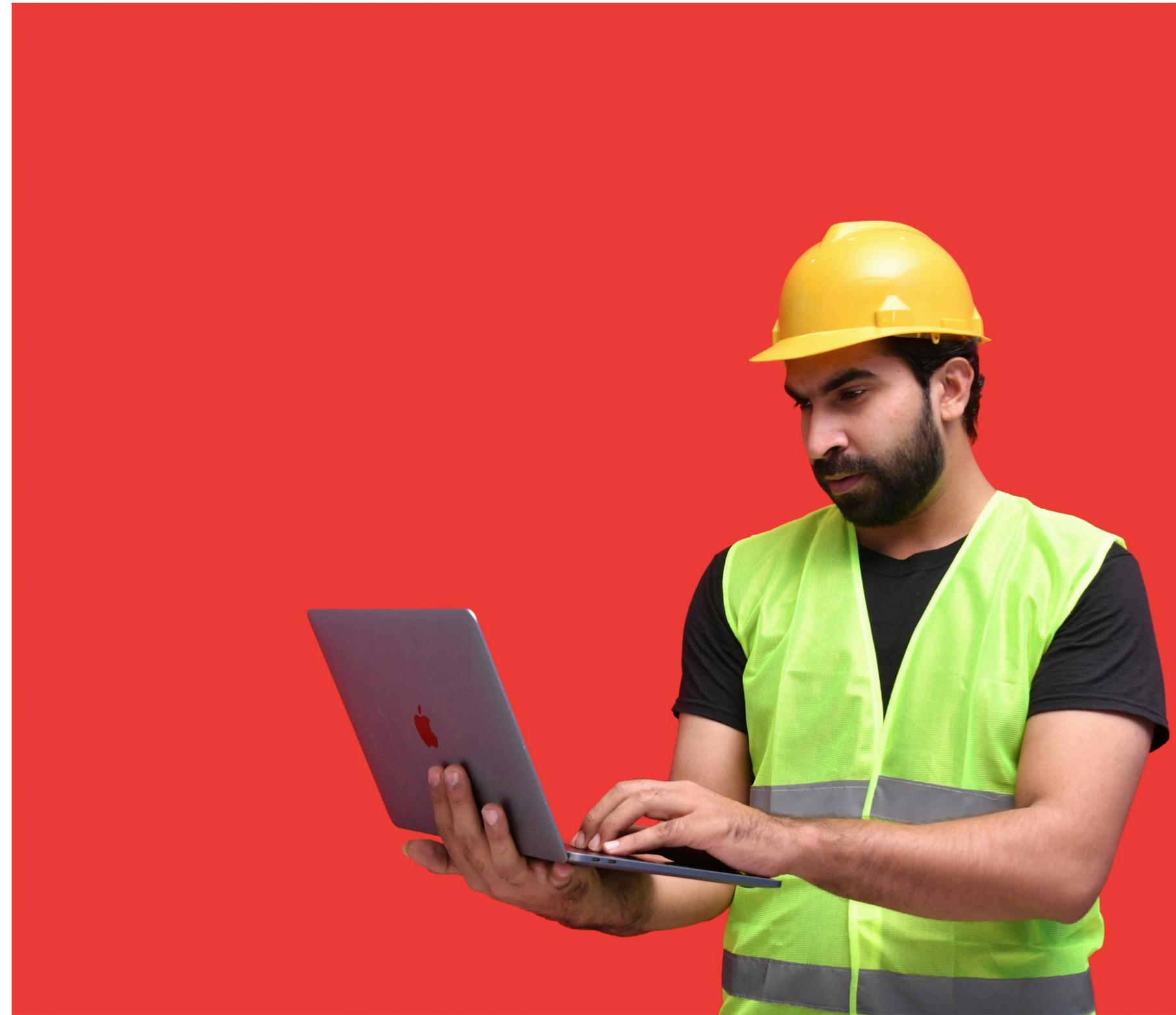




Frank works for an asphalt repair company and has been asked to purchase an asphalt material melter capable of melting 30 gallons of material and mounting it to a flatbed truck.





He visits Marathon Equipment Inc.'s website and navigates to the **Cracksealing and Waterproofing** page. There he finds the Direct Fired product card.

Frank selects the **"30 GL"** option. The product card updates to display the specifications and information for the **30-gallon model**, which matches his needs. Satisfied, he clicks "View Brochure."

Direct Fired Asphalt Melting Kettles

Model: DF30

30 gal | Propane-Fired | Skid Mount

30 gal Direct Fired Asphalt Melter

Tank Capacity (Gallons)

10 GL

30 GL

100 GL

The skid mounted 30 gallon melter is designed to be used with applicator pots and tools. The 30 gallon melters come equipped with a gravity fed valve to dispense material into an applicator pot or pouring cone. Each unit is hand agitated and comes with a material thermometer, lifting handles, double headed 160,000 BTU burner and propane hose with regulator.

Equipment Specs +

Get A Quote

Details

View Brochure





A new tab opens with the brochure PDF. However, Frank immediately notices that the title and feature image highlight the DF10W model, not the 30-gallon model he selected.

Frank assumes the brochure is specific to the DF10W, not the DF30, and questions whether the information applies to the machine he is considering.

Browser interface showing a PDF document titled "DIRECT MELTING KETTLES". The document features the Marathon logo and a large image of a direct melting kettle. Below the image, the model "DF10W" is prominently displayed, along with available sizes (10 gal, 30 gal, 100 gal) and a description of the product.

M
Marathon

DIRECT MELTING KETTLES



DF10W

Available sizes: 10 gal | 30 gal | 100 gal

Marathon's Direct Fired Melters were designed with everything needed for quality crack sealing in one unit! Our direct fired models are the fastest and most efficient method for the application of hot applied sealants!



He returns to the product page, selects “30 GL” again, and clicks “View Brochure.” The same PDF opens.

Now unsure whether the brochure information is relevant to the product he selected, Frank becomes confused and discouraged from continuing his purchasing journey with Marathon Equipment Inc.

