



## Rohm and Haas to Exhibit at ATSSA '07

If you haven't made plans already, be sure to attend this premier traffic expo in January. Technical experts and sales managers from the Rohm and Haas Fastrack team will be available to answer all of your questions.



**Convention:**  
January 26-30, 2007

San Antonio, Texas

**Visit Us at Booth #266**

If you have any questions, please contact us at 866.626.5611 or [Fastrack@rohmmaas.com](mailto:Fastrack@rohmmaas.com).

# 'X' MARKS THE SPOT FOR FASTRACK™ XSR™

The development of a unique, new waterborne traffic paint binder for application at low temperatures has sparked the interest of many striping contractors and DOTs that have struggled with unpredictable "Mother Nature". Weather constraints will always be a major factor in the stripers' ability to apply road markings in a timely manner. With the introduction of Fastrack™ XSR™ binder (XSR for X-tended Seasonal Range) for traffic paint, the window of opportunity has widened. Paints based on Fastrack™ XSR™ can be applied down to 35°F (1°C) and rising. Despite the cold temperatures, these paints will provide good durability and far outlast standard paints. Typically, standard paint is not recommended to be applied below 50°F.

To mark the unique nature of this binder, an easy to perform test method for identification of Fastrack™ XSR™ in a formulated paint has been developed. It is aptly named "X Marks the Spot". Fastrack™ XSR™ contains a special fluorescent marker that is easy to detect. A small sample of freshly dried paint is needed. This can be easily obtained by dipping a tongue depressor into the paint or from a drawdown of the paint. Using a cotton-tipped swab dipped in Sodium Hydroxide solution (NaOH), make an "X" mark on the dried paint film. When a UV lamp (long wavelength) is placed over the marked sample, the "X" will glow a bright blue where the NaOH solution has been applied. This quickly and easily confirms that the paint contains Fastrack™ XSR™ binder!

A complete test method can be made available upon request.



Above: A tongue depressor that has been coated with paint containing Fastrack™ XSR™. The Sodium Hydroxide solution was applied, and is visible under the UV lamp.

## 2005 NTPEP Test Deck Update: Fastrack™ XSR™ Continues to Outshine Standard Waterborne Paint

The Fastrack™ XSR™ paint applied in November 2005 on the NTPEP test deck on Interstate 80 near Lock Haven, PA is still shining brightly after one year.

	LTL-X RETROREFLECTANCE IN SKIPLINE AREA				
	Fastrack™ XSR™ WHITE PAINT		VS	STANDARD WHITE PAINT	
	July 2005	November 2005		July 2005	November 2005
Applied In:	July 2005	November 2005		July 2005	November 2005
Initial retro:	430	429		437	392
May 2006 retro:	311	282		269	155
November 2006 retro:	182	199		168	85

## INTRODUCING OUR NEW MARKET MANAGER

Rohm and Haas is pleased to announce a new member to the Fastrack group, Shruti Singhal. Shruti is serving as the North American Market Manager – Traffic Paint, overseeing strategy development and working closely with Rohm and Haas's technical team around traffic paint products and research projects.

Shruti has been involved in the coatings industry for over 13 years, and has extensive international marketing and technical experience.

If you have any questions around the Fastrack product line, please feel free to contact Shruti at [ssinghal@rohmmaas.com](mailto:ssinghal@rohmmaas.com).

## FASTRACK™ PRODUCT LINE

Fastrack™ XSR™ resin joins an ever growing line of waterborne polymer technology advancements for creating pavement marking applications:

### **Fastrack™ XSR™ Resin**

Low temperature application for extending the striping season.

### **Fastrack™ HD-21A Resin**

100% acrylic crosslinking polymer for higher build (higher film thickness), higher durability waterborne markings.

### **Fastrack™ 3427 Resin**

Second generation fast dry waterborne.

### **Fastrack™ 2706 Resin**

1st generation fast dry waterborne.

## "COLD TEMPERATURE TRAFFIC PAINT IN GEORGIA?"

Most people would think that there would be little use for a cold temperature paint marking in a state as far south as Georgia. However, in the northern mountain counties of Georgia, temperatures can get a bit chilly in the fall, winter and early spring; too cold for standard paint to be used and do a good job. That is why Parker Traffic Markings, Inc., a road striping contractor located in Cleveland, GA, was excited to trial Ennis Paint's new cold temperature traffic paint based on Rohm and Haas' Fastrack™ XSR™ polymer. In the winter, temperatures in the mountains can be at least 10 degrees colder than in the other parts of the state and that can make a big difference when it comes to striping.

On a cold March morning earlier this year, when the air and road temperatures were in the mid 30s (F), Parker Traffic Markings applied some cold temperature paint based on Fastrack™ XSR™. The paint sprayed well and the dry-to-no-track time was less than 10 minutes – not an easy task in these conditions. As Don Monday, one of the owners of Parker Traffic Markings said, "every minute of improved dry time is important to us. Had we put our normal paint down, it would have taken more than 30 minutes to dry under those cold conditions." The GA DOT was also present to observe the trial and take retroreflectivity readings. They gave Parker Traffic Markings provisional approval to use the cold temperature paint while they continued to monitor its durability. When standard traffic paint is applied under cold conditions, the paint does not coalesce well and may lose beads and flake off the road quickly. However, the cold temperature paint provides integrity and retroreflectivity. The GA DOT has monitored this application and found the retroreflectivity retention and durability has been outstanding, despite being applied under very cold conditions.

So what is Parker Traffic Markings doing now that the cold weather has returned to Northern Georgia? Why they haven't missed a beat and are busy striping using cold temperature paint based on Fastrack™ XSR™.



For additional information, contact your Rohm and Haas representative; call toll free at 1-866-626-5611; or e-mail us at [Fastrack@rohmmaas.com](mailto:Fastrack@rohmmaas.com).

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