



FASTRACK™ XSR BINDER DEBUT EXCEEDS EXPECTATIONS

It's a cold, brisk November afternoon with temperatures in the 30s and you have a striping job that you have to complete. You know what will happen if you use standard waterborne traffic paint. It will take a fairly long time to dry and the paint will last all of one month and then it will be flaking off the road. What to do? If you have been keeping in the loop by reading *The Road Forward*, you know that Rohm and Haas has a unique, new waterborne resin, FASTRACK™ XSR binder, that is now being used by paint manufacturers to make cold temperature traffic paint to address situations just like this.

FASTRACK™ XSR (XSR stands for X-tended Seasonal Range), a new traffic paint binder, was introduced by Rohm and Haas about a year ago to give applicators, contractors, and DOTs the ability to stripe when temperatures are between 35° and 50° F, a temperature range where ordinary traffic paint will fail. It allows stripers to stripe later in the fall season and earlier in the spring season (i.e., extending the range that traffic paint can be applied into the "shoulder" months.) Cold temperature paints based on FASTRACK™ XSR binder dry well under cold conditions and, more importantly, have much better durability than standard paint when applied under the same cold temperature conditions. As one DOT official recently commented about FASTRACK™ XSR binder, "It is all about safety and knowing that the traffic marking is going to have better adhesion to the road and hold up through the winter into the following year. This is extremely important to us and the driving public."

Shruti Singhal, Marketing Manager for Rohm and Haas's traffic paints in North America, recently reflected on the debut of FASTRACK™ XSR binder. "It has been a great commercial success this past year. We are constantly trying to bring new innovations to the traffic paint market and it is especially rewarding when we can and, at the same time, introduce an environmentally-advanced, water-based product and find ways to improve safety."

Cold temperature paint based on FASTRACK™ XSR binder has been used and trialed extensively this past year in North America. Marty Williams, Transportation Account Manager for Rohm and Haas, remarked about recent activity with this new product. "The product has really exceeded our expectations. It began at the end of 2005 with the Canadians liking the paint so much that, in many cases, they continued to use the product straight through the spring and summer. This past year, there have been successful trials conducted in most northeast states, including Maine, Vermont, New Hampshire, Massachusetts and Connecticut. These states are in the process of writing a new specification for this product and have begun purchasing cold temperature paint."

HEADING TO NEW ORLEANS FOR ATSSA?

STOP BY THE ROHM AND HAAS BOOTH AND SAY HELLO TO THE FASTRACK™ TEAM!

- Learn about the latest advances in acrylic waterborne traffic paint.
- Hear about FASTRACK™ XSR binder for cold weather application and FASTRACK™ HD-21A for high-build durable application.
- Pick up the latest copy of our newsletter—*The Road Forward*.

Rohm and Haas and FASTRACK™ —marking the way to a sustainable future with innovative binders for rapid-drying, acrylic, waterborne traffic paints. **BOOTH 1027.**

But not only have "northern tier" states shown an interest in the product. It turns out that southern states have shown an interest as well. Some southern states like to stripe year round, even in the dead of winter. So even if the daytime winter temperatures are in the 30s or 40s, there isn't a problem with paint made with FASTRACK™ XSR binder. Last year North Carolina DOT applied ordinary traffic paint under cold conditions and found it did not hold up. That is why this coming January and February (2008), North Carolina DOT will be striping with a new cold temperature paint based on FASTRACK™ XSR binder.

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"We have also discovered some other interesting attributes of the binder," said Williams. "Paint based on FASTRACK™ XSR has excellent adhesion to crack seal (the tar-based material used to fill cracks and fissures on the road), and oily surfaces found in parking lots. In the northeast, some of the roads have cracked so many times and so badly, that the road surface is almost all crack seal. Traffic paint made with FASTRACK™ XSR binder does a great job of sticking to this difficult to adhere to substrate, while ordinary paint doesn't."

Is it the right time for you to be investigating how cold temperature paint based on FASTRACK™ XSR binder can help you be more productive and insure that your traffic markings will be long lasting? Most of the traffic paint manufacturers in North America are now making cold temperature paint based on FASTRACK™ XSR binder. Contact your traffic paint supplier for advice and additional information, or contact your Rohm and Haas representative. Don't forget to visit us at www.FastrackRoadMarkings.com or www.RohmHaas.com.

FASTRACK™ HD-21A MEETS NEW FEDERAL SPECIFICATION TT-P-1952E

Rohm and Haas's innovative 100%-acrylic binder, FASTRACK™ HD-21A, meets new Federal Specification TT-P-1952E for waterborne traffic paint with increased durability. With growing emphasis among state DOTs on durability and wet night visibility, the new specification will assist states achieve their goal of improving highway safety while controlling costs.

Federal Specification TT-P-1952E supersedes TT-P-1952D and includes requirements for a Type III material, specifically 100% crosslinking acrylic as evidenced by infrared peaks at wavelengths 1568, 1624, and 1672 cm⁻¹ with intensities equal to those produced by an acrylic resin known to be 100% crosslinking. The specification also suggests the use of this type of paint at higher film thicknesses for use with larger glass beads or other reflective materials which can impart a high level of wet night retroreflectivity to the paint. This improves visibility when motorists need it the most, under adverse driving conditions.

FASTRACK™ HD-21A binder is known as a high-build, increased-durability resin for excellent glass bead retention and adhesion to concrete and asphalt roadways. Many states have made the switch to FASTRACK™ HD-21A binder for its improved performance and its usefulness as a cost effective solution to more expensive technologies.

For more information about FASTRACK™ HD-21A binder, visit www.FastrackRoadMarkings.com or www.rohmhaas.com.



For additional information, contact your Rohm and Haas representative; call toll free at 1-866-626-5611; or e-mail us at Fastrack@rohmhaas.com.

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