



## FASTRACK™ HD-21A IS IN THE GROOVE...

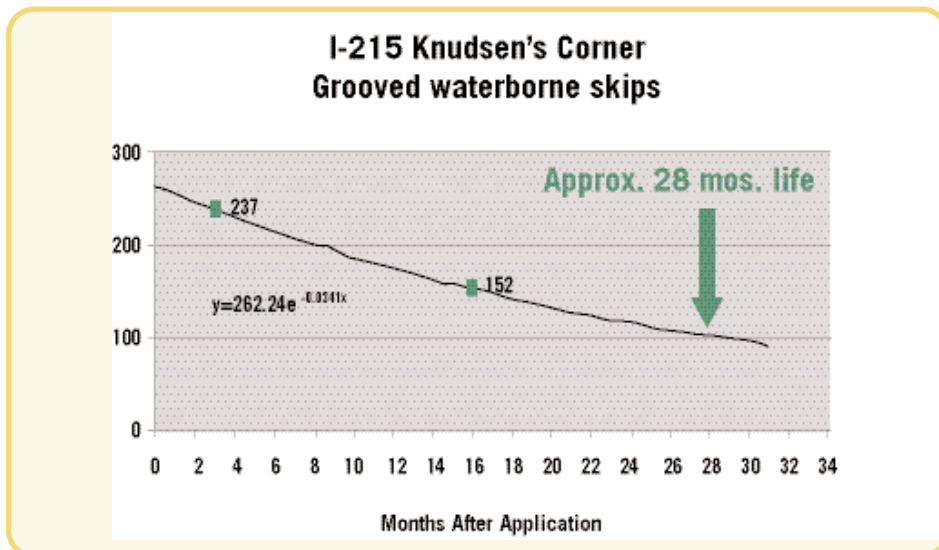
### LOWERING COST AND IMPROVING SAFETY!

Cold weather brings special opportunities and special challenges to many parts of the country. For some, it means an opportunity to enjoy fresh snowfalls through a variety of fun activities, from skiing to sledding. For those that are responsible for keeping the driving public safe, it presents a daunting challenge. Navigating snow and ice covered roads safely becomes almost impossible if the roadway edges are invisible. Under good weather conditions, edgeline and centerline pavement markings do an excellent job of providing valuable information to the driver that keeps him safely in his own lane. Without this visible guidance, lane departure becomes much more prevalent.

When plows are used to clear snow and ice from the road surfaces, they can also “clear” the road of its pavement markings! It is a challenge to have both a clear road and a well marked road. Vincent Liu and Dan Betts of the Utah Department of Transportation (DOT), along with other northern DOTs, have turned to the practice of “grooved-in” pavement markings as a potential solution. This practice of grinding a groove and then placing the marking material in that groove effectively protects that marking from the damaging plow blade.

Utah DOT uses this method successfully with their state specified waterborne paint based on Fastrack HD-21A as the marking material of choice. In Sept of 2006 they applied this “groove-in” application on I-80 near Salt Lake Valley, an area with heavy plowing and high average daily traffic (ADT). After 2 winters it still had good presence. Another area, I-215 in Salt Lake Valley, proved difficult to maintain markings through the winter due to the same issues of heavy plowing and high ADT (65K – 85K). With the groove-in method of protecting the Fastrack HD-21A based paint markings, this area had retroreflectivity measurements of ~100 mcd after 28 months and 2 winters of punishing weather and plowing. This type of successful and cost effective marking program has led to the expansion of this to additional areas within the state. Roadways with remote locations add another level of complexity, especially when the painting seasons may be short. These areas necessitate a long lasting approach to roadway marking. The application of a high build (~22 – 25 wet mils) waterborne paint based on Fastrack HD-21A can provide the performance and flexibility needed to easily refresh the line without re-grinding.

Although this method started on an experimental basis in Utah, it has quickly become an accepted operational process. Dan Betts, UDOT Pavement Markings Manager, comments “In these days of decreasing budgets and increasing costs UDOT is



Route I-215 (Salt Lake Valley, Utah) Example – State spec high build waterborne paint, based on Fastrack™ HD-21A binder was applied in grooved skip area (groove depth: 60 mils). Mobile retros were taken and the lines show good presence after 2 winters.



View of Utah Route I-215 in Salt Lake Valley, on PCC (Portland cement concrete) pavement.  
 Courtesy of Utah DOT

always looking for cost effective methods. Grooved in pavement markings have proven quite effective in not only keeping our lines intact but also saving maintenance costs as well due to decreased striping frequency and less disruption to traffic.”

Since grooved markings are protected from most plow damage, more technologically advanced reflective bead materials can be used. In Dan’s words, “Grooving our pavement markings allows us to evaluate some of the new wet night bead and element technologies. Since the beads are protected from plow damage, increased costs are minimal and still cost effective versus some of the other durable products available.”

The ease of installation of water borne markings is another advantage appreciated by state application crews and contractors. But in these turbulent economic times, the best news may be the much lower initial cost and maintenance cost of the Fastrack HD-21A based waterborne paint when compared to standard durable materials. Performance and a good price are an unbeatable combination!

## ATSSA 2009 CONVENTION



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It’s that time of year again, and ATSSA ’09 is almost here. This premier Traffic Expo offers visitors the opportunity to learn about the cost-advantage of Fastrack™ Waterborne binders. See new technology, network with the “movers and shakers” of the industry and expand your business. Please join the Rohm and Haas Fastrack™ Traffic Markings Team of technical, sales, and marketing experts at Booth 1619. We will be happy to provide you with information on the new advances in waterborne traffic markings and show you how this can be an economical alternative to more expensive marking technologies.

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For more information about FASTRACK™ HD-21A binder, visit [go.rohmhaas.com/fastrack](http://go.rohmhaas.com/fastrack).