



## WELCOME TO *THE ROAD FORWARD*

Welcome to the inaugural issue of *The Road Forward*, our new newsletter that expands the range of our former publication *Acrylic Lines* to include more topics important to those responsible for the care and maintenance of our roadways. From highway marking to highway safety, *The Road Forward* will bring you the latest information about how Rohm and Haas is contributing to improved highway maintenance and safety. We'll also bring you the latest industry news, personnel announcements, and product updates. So look for us once a quarter. If you have suggestions for future articles or comments about *The Road Forward*, call toll-free at 1-866-626-5611 or e-mail us at [Fastrack@rohmmaas.com](mailto:Fastrack@rohmmaas.com). We'd love to hear from you.

**Geoff Owens**

*Market Manager, Transportation and Infrastructure  
Architectural and Functional Coatings*

## DURABLE WATERBORNE IN ALBERTA, TWO YEARS AND COUNTING

*The following information is based on conversations with Joe Filice of Alberta Transportation. Excerpts are from the TSB Newsletter, Vol 3, Issue 2, October 2004 Alberta Transportation.*

The highways of Alberta, Canada are striped with over 2 million liters of paint each year. These paints are mainly solvent based and contain three times more Volatile Organic Compounds (VOC) than the currently available waterborne paints. Environmental concern is leading a move towards the use of more waterborne. Alberta Transportation first tested the possibility of using waterborne paints as durable paint markings, defined as having a multi-year service life, on Highway 623 in September 2002. The paint they tested was based on the Rohm and Haas high durable, Fastrack™ HD-21A acrylic emulsion.

### Field Observation—Fastrack™ HD-21A Emulsion

The Fastrack HD-21A-based paint lines, both white and yellow, were applied to approximately 10 kilometers of new asphalt pavement on Highway 623. The retroreflectivity of the lines was evaluated in 2003 and 2004. In 2004, after 2 years years of exposure, the lines performed well and provided good delineation.

*(Continued on back, See ALBERTA)*

## INDUSTRY NEWS

### Crude Costs Affect Price Protection

Crude oil (WTI) has moved to a high for the year of well over \$50/barrel. The magnitude of the change in the last 90 days, for all major feedstocks has forced traffic paint manufacturers to consider all options to deal with the current and future impact of the cost escalation. It has been common practice in the industry to extend annual price protection to customers. However, these provisions limit a manufacturer's ability to respond rapidly to increases in raw material prices and result in erosion of profit margins and lost dollars, much of which are never recovered. Most manufacturers have revised their pricing policy and have decided not to extend price protection for any period longer than 30 days.

### Tom Purcell Retires

The traffic paint industry will truly miss one of its long-time friends with the retirement of Tom Purcell. After 44 years of distinguished service with Rohm and Haas, Tom retired March 31, 2005. Tom joined Rohm and Haas in 1961 as a sales trainee in the Resinous Products Division. He served as field sales representative in Detroit and Cleveland and later assumed a Home Office position as Marketing Manager, Building Products. In 1973, Tom returned to sales and relocated to Dallas, Texas where he currently resides with his wife Nancy, and where he has made significant contributions to the Rohm and Haas Coatings business for the last 32 years.

(ALBERTA, continued from front)

As stated in the Alberta report, "From a visual perspective, the two year old durable HD-21A waterborne paint lines performed better or equal to one-year old alkyd paints. Alkyd markings on highways usually last 6 to 12 months, depending on traffic volume and weather conditions. Durable markings...usually provide multi-year service life. Technology advancements in durable waterborne paints, such as HD-21A are designed to provide multi-year service." These results on Highway 623 prove that Fastrack HD-21A-based paints deliver!

### Cost Effective Alternative

The performance of durable waterborne paint lines based on Fastrack HD-21A is encouraging. "The HD-21A paint lines have provided very good delineation after two winter cycles and have provided additional service life on Highway 623." Alberta has also considered the cost of the Fastrack HD-21A durable and found, **"Although the average cost per meter of HD-21A paint is a bit higher than standard traffic paint, the extra year or two of service life still results in significant cost savings."**

The next step is continued monitoring of the Fastrack HD-21A-based durable waterborne paint in 2005 to determine if a three year service life is attainable!

## TRAFFIC PAINT AND HIGHWAY SAFETY

### Wider pavement markings improve visibility, reduce accidents

Nearly 3,000 traffic injuries and fatalities could be avoided annually just by improving highway pavement markings overall and widening markings from the customary four inches to six inches, the American Traffic Safety Services Association (ATSSA) estimates. Wider roadway markings are also among roadway safety improvements recommended by the Federal Highway Administration in its landmark "Guidelines and Recommendations to Accommodate Older Drivers and Pedestrians."

Wider highway pavement markings enhance traffic safety by improving visibility. They help to compensate for the reduced visual capabilities of older drivers, which include a decrease in visual acuity, reduced ability to see in the dark, and increased glare sensitivity.

Scientists at Rohm and Haas's Spring House Technical Center have developed several acrylic emulsion binders used in waterborne traffic paint that further enhance the safety features of pavement markings. These binders have significantly increased the durability of pavement markings and have improved the long-term retention of the glass beads in traffic paint that make the markings visible at night with headlight illumination.

"Rohm and Haas is proud to be developing technologies that contribute to traffic safety in our local community and beyond," says Geoff Owens, North American Market Manager for Transportation and Infrastructure, Architectural and Functional Coatings. "We support the transportation industry's efforts to improve traffic safety through the use of wider highway markings nationwide."

A survey of transportation agencies throughout the United States and Canada showed that wider markings improve long-range detection under nighttime driving conditions, improve stimulation of peripheral vision, and improve lane positioning and other driver performance measures.

The Pennsylvania Department of Transportation (PennDOT) began marking interstate highways with wider six-inch lines in early 2000 and has noted a significant improvement in traffic safety on those roads.

"This issue is especially important in Pennsylvania, which has the second highest population of citizens age 65 and older in the U.S. and ranks fourth for the number of older drivers killed annually in traffic crashes," says Owens.

**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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