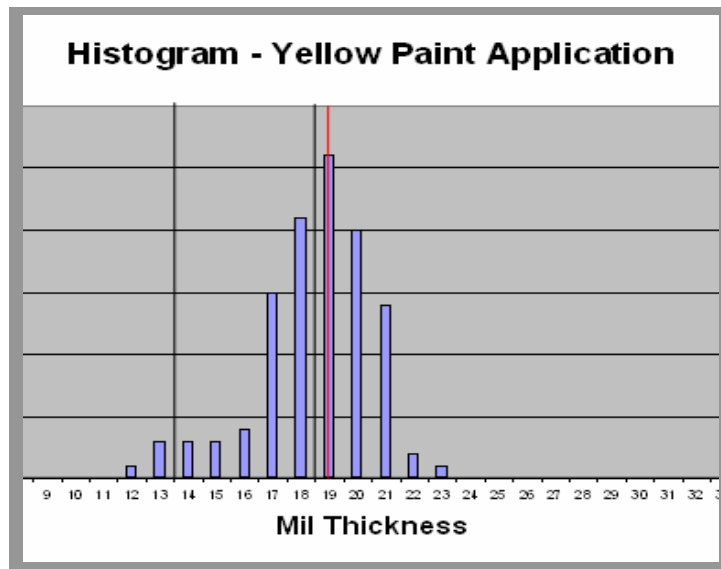


Press Release  
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## Reducing Pavement Marking Costs

Contrary to popular belief, many pavement marking contractors routinely apply more than the required amount of paint and beads when striping roads. This is the picture that emerges from a study of dozens of pavement marking contractors in the United States and Canada.

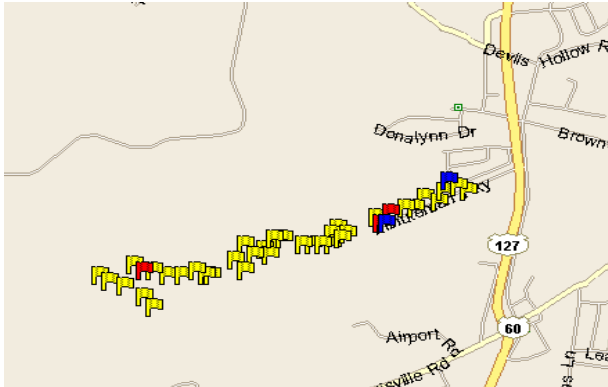
All of the trucks had a DataLine Navigator monitoring system from Linetech Design & Mfg that captures a minute-by-minute record of the thickness of paint, thermoplastic or other durable material being applied to the road, plus the volume of glass beads added for reflectivity. Results are available to the operators and are sent to a secure website. Analysis of over 20 trucks during the 2006 season showed a pattern of routine excess application. The explanation is simple.



When the data for any one truck is summarized in a graph, what leaps out at you is that each piece of equipment generates a range of outputs. Most crews in the study unconsciously aim to keep the entire range in a zone of safety above the required level. That puts the average significantly above what the contractor is paid to provide.

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Yet Murphy's Law suggests that an inspector will still find an occasional marking that is below the standard and demand that the whole job be re-striped at the contractor's expense. At least with the Navigator's detailed reporting, the contractor can show exactly where that poor performance occurred – indicated on the map below by red flags – thus reducing the amount of re-striping.



At the end of each shift, the DataLine Navigator automatically generates a map showing where markings have been applied, plus the quality of those markings.

“With instant performance feedback from the Navigator, crews quickly adjust the truck's performance on-the-fly to narrow their output range,” explains David MacKenzie one of the key developers of the Navigator, “and reduce their total material consumption by zeroing in on the required thickness. To help them, we provide a small light panel that flashes a red light when performance drops below spec and a blue light when you go above the desired range. It makes it easy for the crew to hit performance targets. During the course of the season, most pavement marking crews apply hundreds of thousands of dollars in paint and beads. The Navigator saves them enough to pay for the system in no time.”

That is in addition to the savings from reduced re-striping and better coordination of crews, plus improved communication with the road authority.

“The traditional test plate method to measure marking quality doesn't tell you what the line is like on the rest of the road,” says Howard Schram, recently retired Supervisor of Markings for the Ministry of Transportation, Ontario, Canada. “With this kind of reporting there is never a misunderstanding with the contractor. Both parties know exactly what work has been done and how well it has been done.”

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