



Value of Prevention from Road Markings

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Road Safety Markings Association

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The RSMA

- **Represents & supports its members and the industry**
 - **Discussion, training and standards for health & safety of operators and highly trained, fully-qualified workforce**
 - **Represents 90% of the road marking industry by volume**
 - **Largest specialist trade association in the highways sector**
 - **40th anniversary this year, promoting the industry and the interests of members**
 - **Home of the Road Safety Surfacing Association, and the National Highways Academy and its Events unit**
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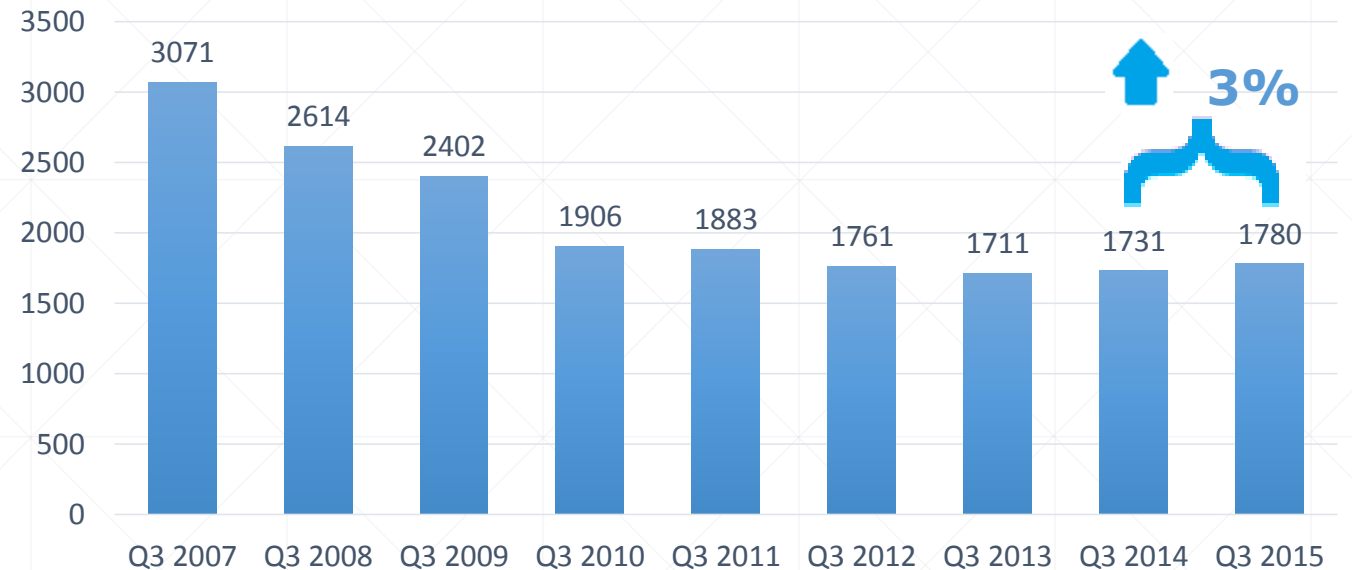
Road Casualties

- **Fatality - £1.87m**
- **Serious Injury - £200,000**
- **Slight Injury - £20,000**
- **Damage only - £2,000**



Department
for Transport

Road Deaths: UK, rolling years ending Sept
2015:
2007-2015





"The correlation between the quality of the centre lines and the number of deaths and serious injuries is compelling: inadequate and poorly performing road markings equal dangerous roads."

Road Safety Foundation



European Road Safety Action Programme

- **ERSAP 2010: *Towards a European Road Safety Area: Policy Orientations on Road Safety 2011-2020***
 - **Reduction in fatalities by 50% by 2020**
 - **The UK has one of the top performing road-safety records in the EU, at less than 30 fatalities per one-million inhabitants**
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Non-Reflective Marking Material





Standard Reflective Marking Material



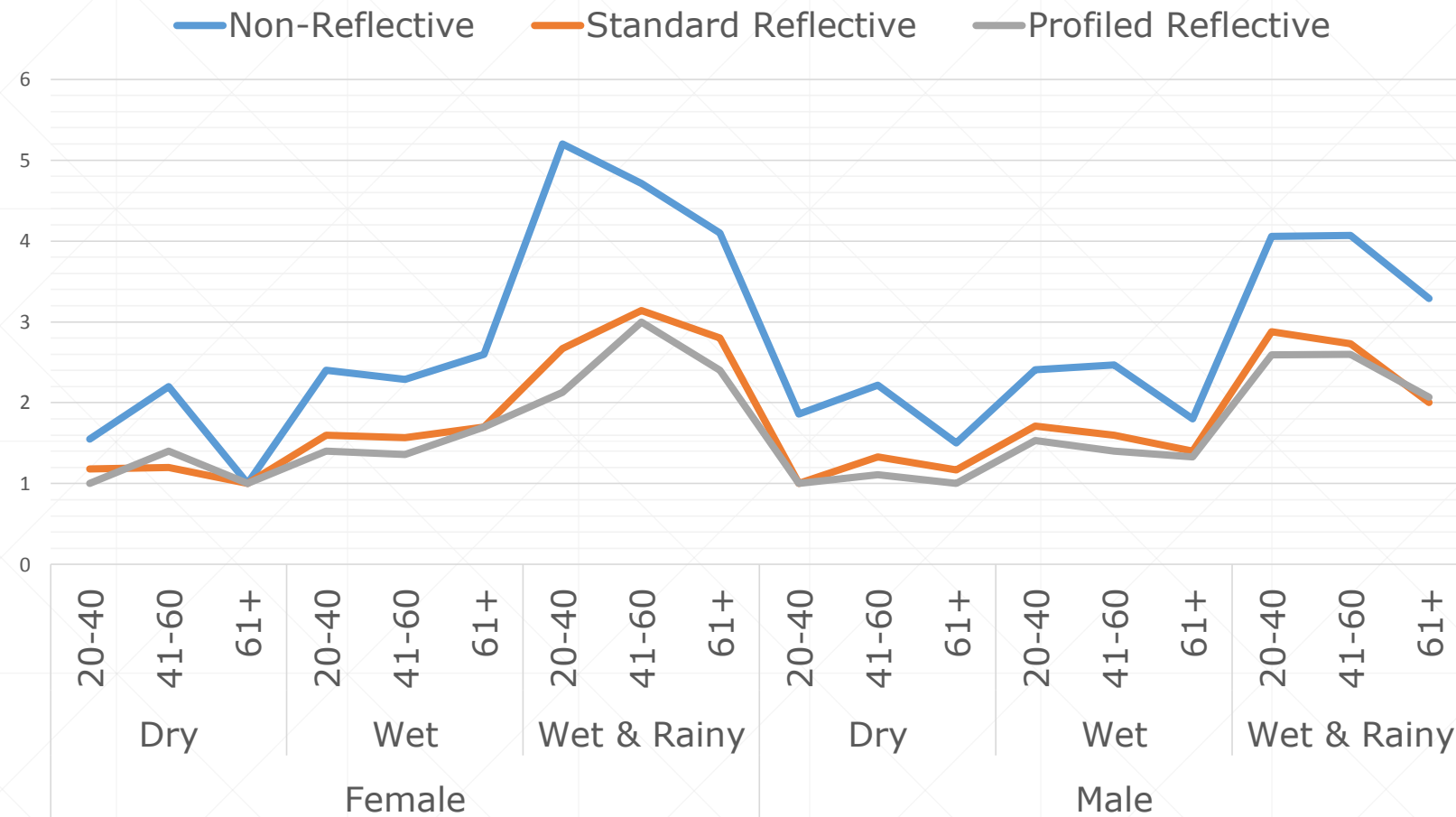


Profiled-Reflective Marking Material



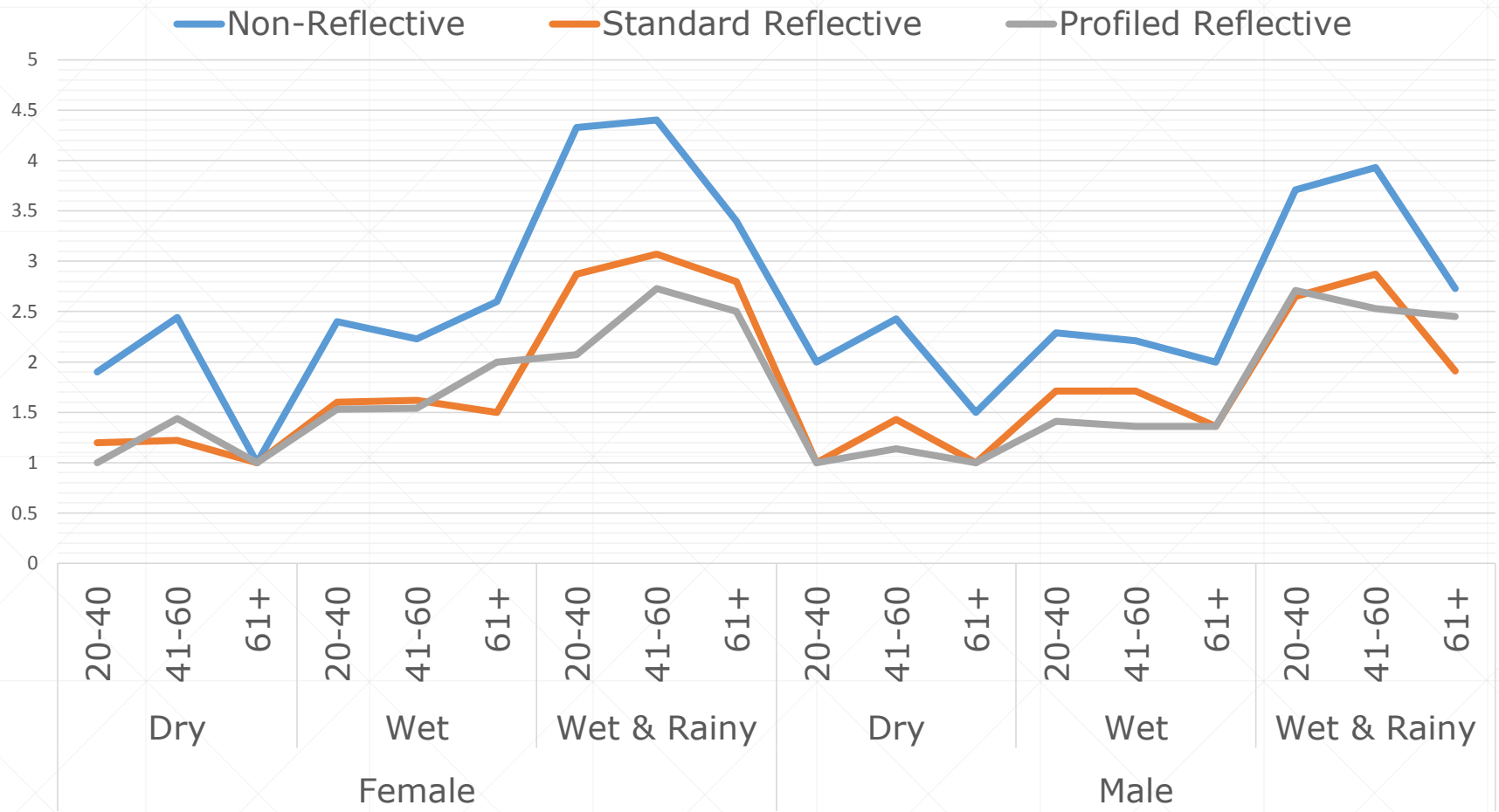


Driver Comfort





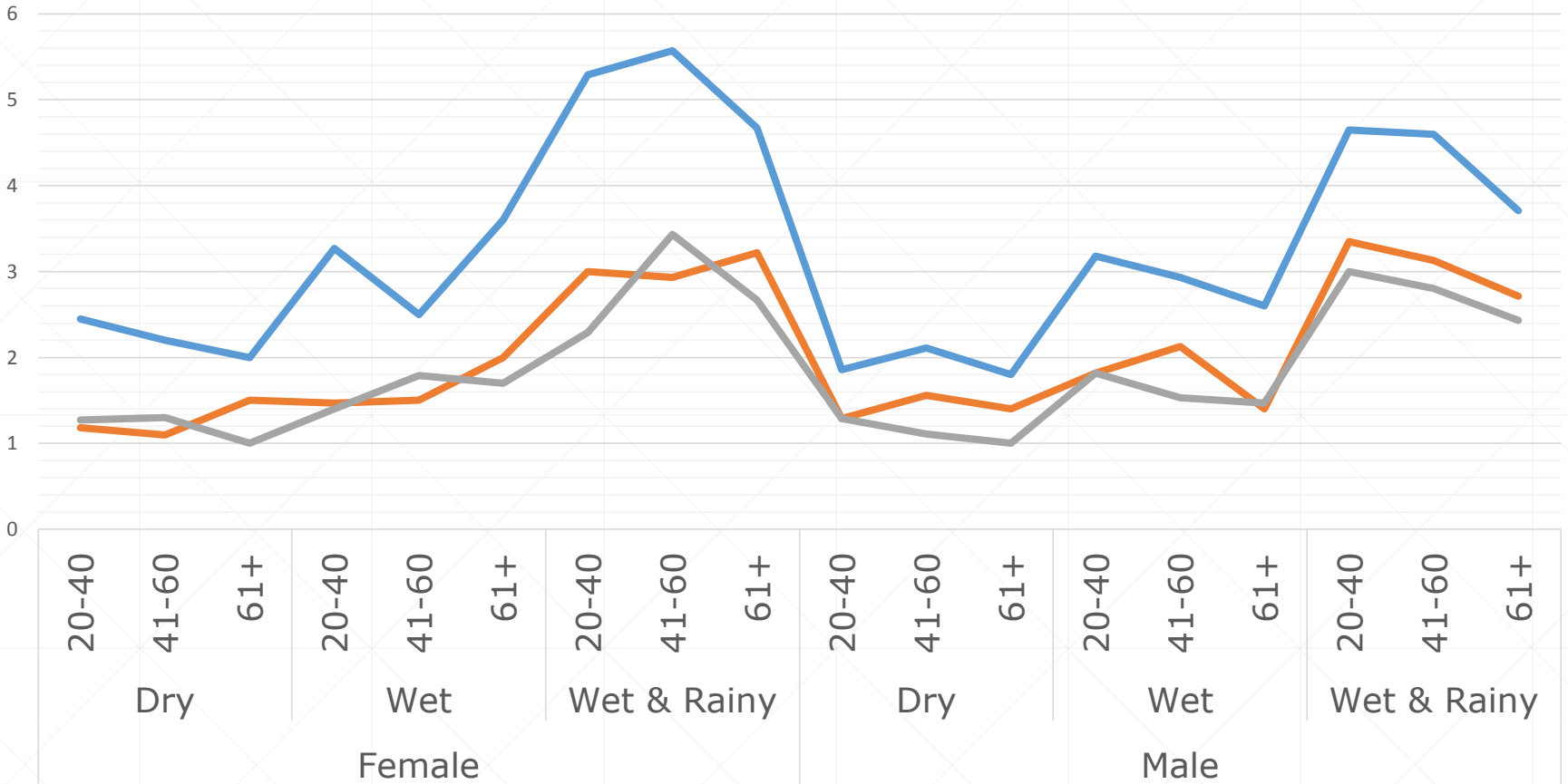
Stress





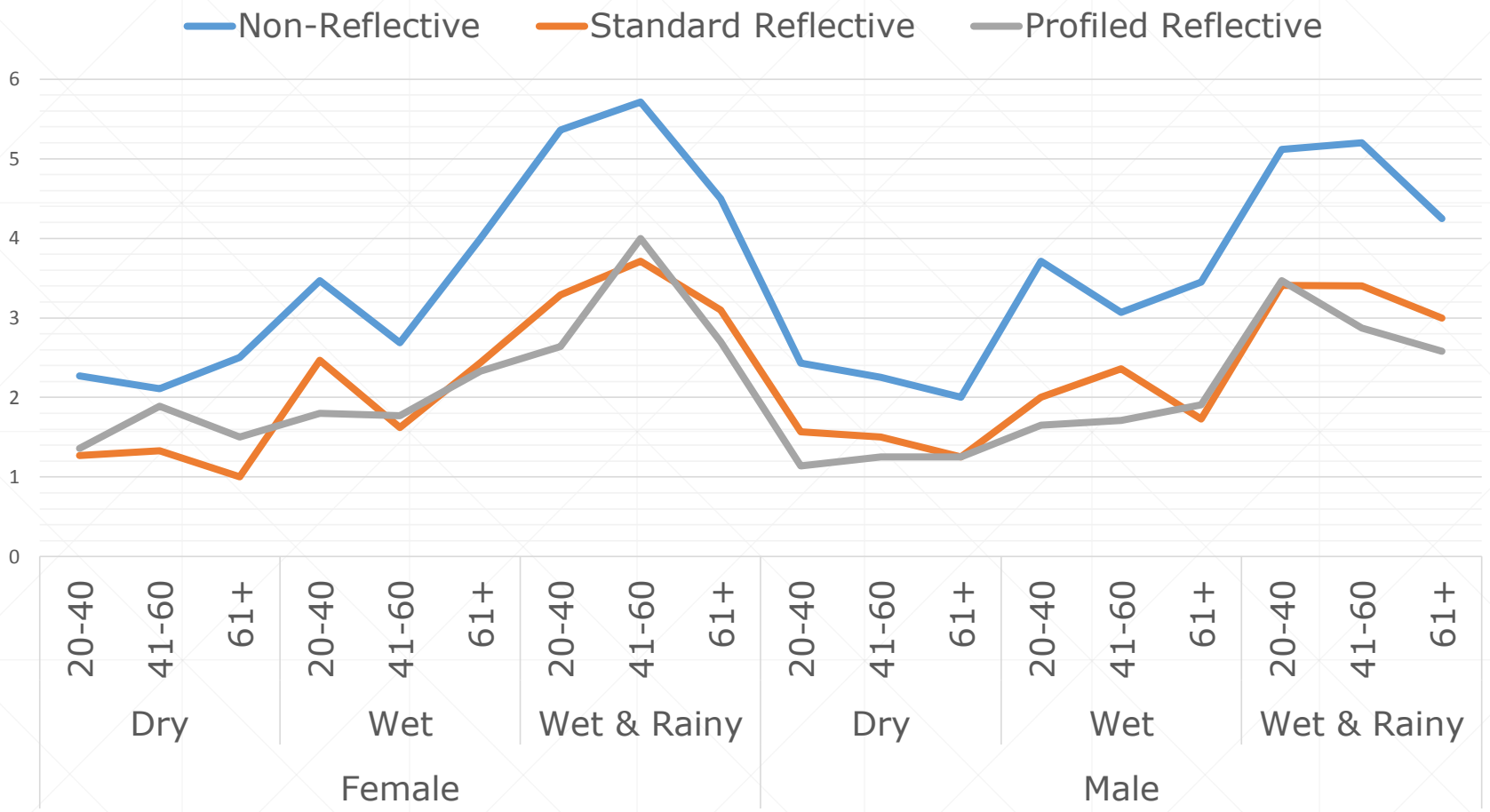
Preview

— Non-Reflective
 — Standard Reflective
 — Profiled Reflective



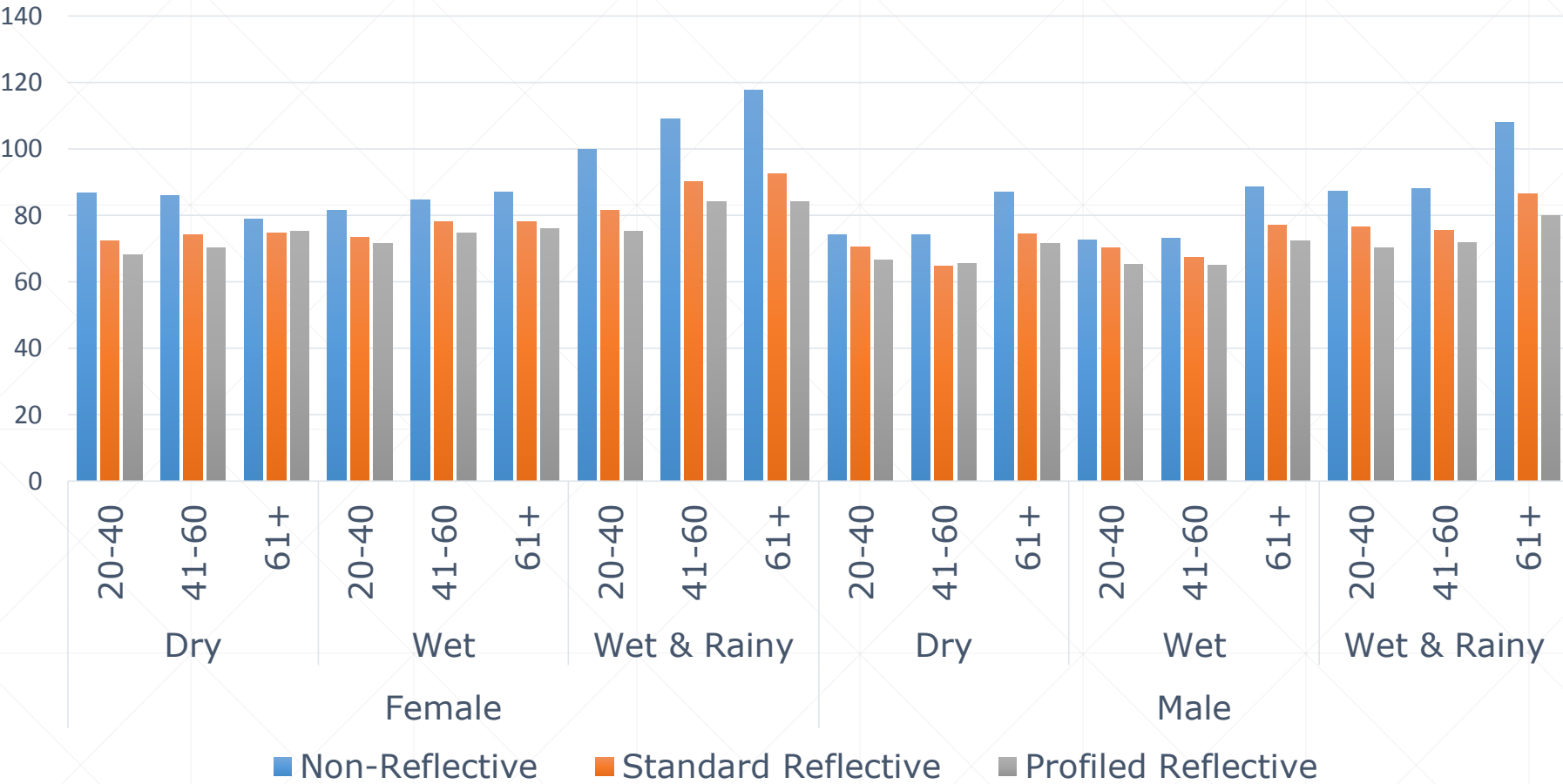


Perceptibility





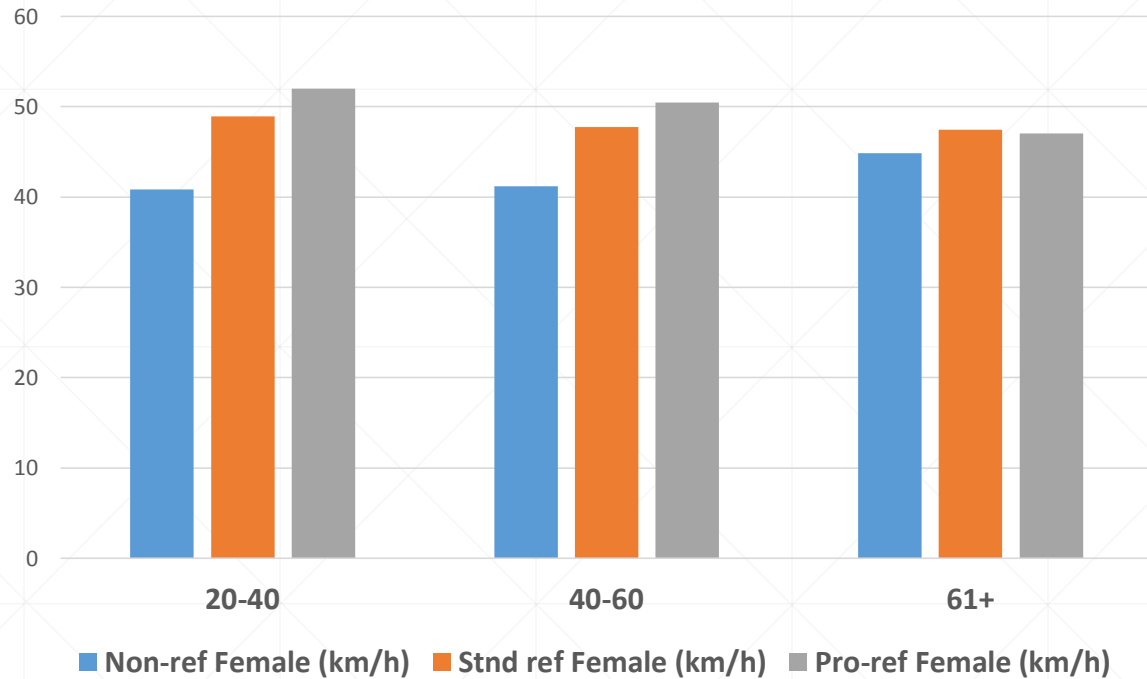
Lap-times



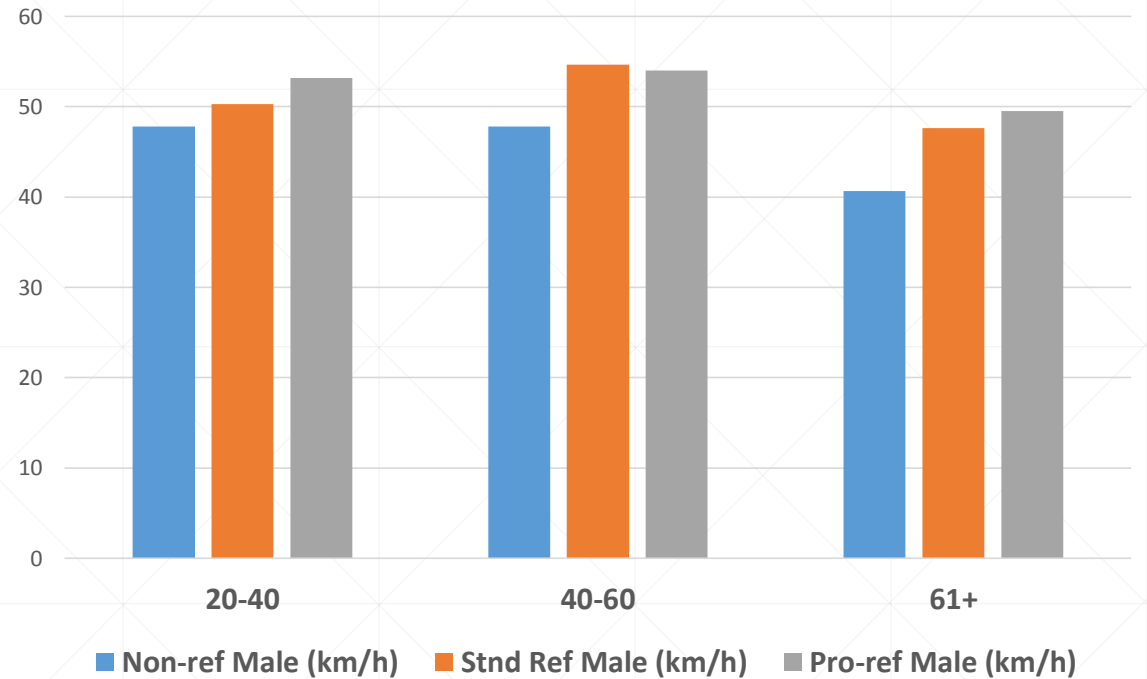


Mean Lap Speeds - Dry

Female - Dry



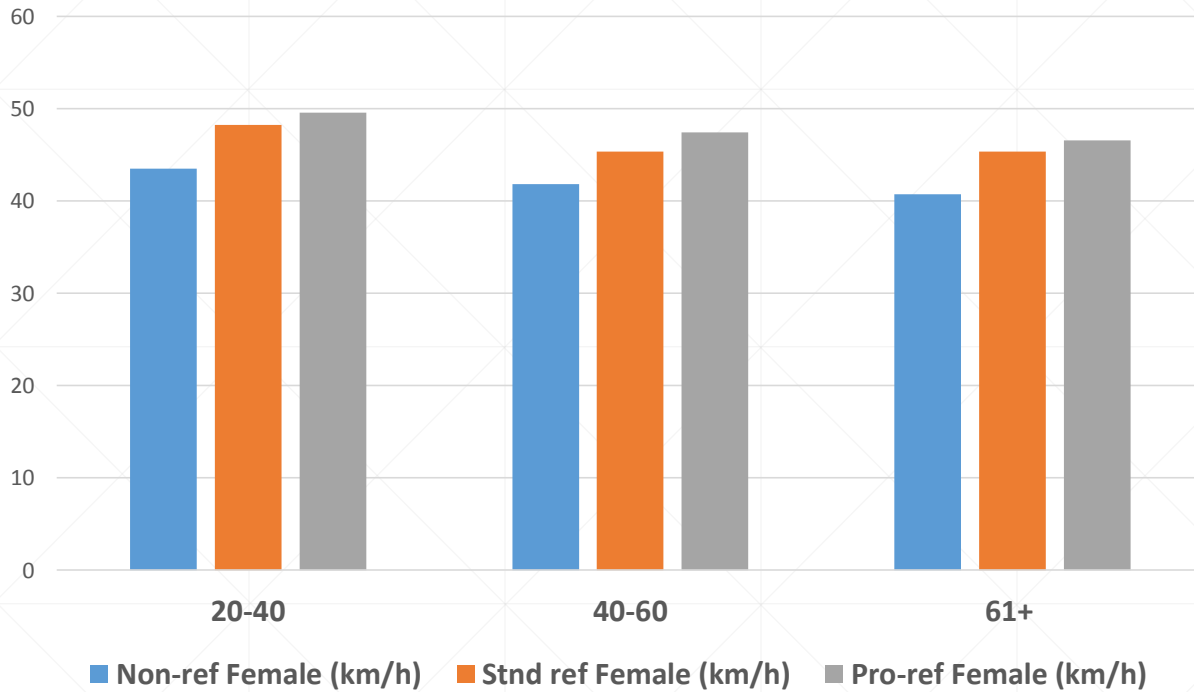
Male - Dry



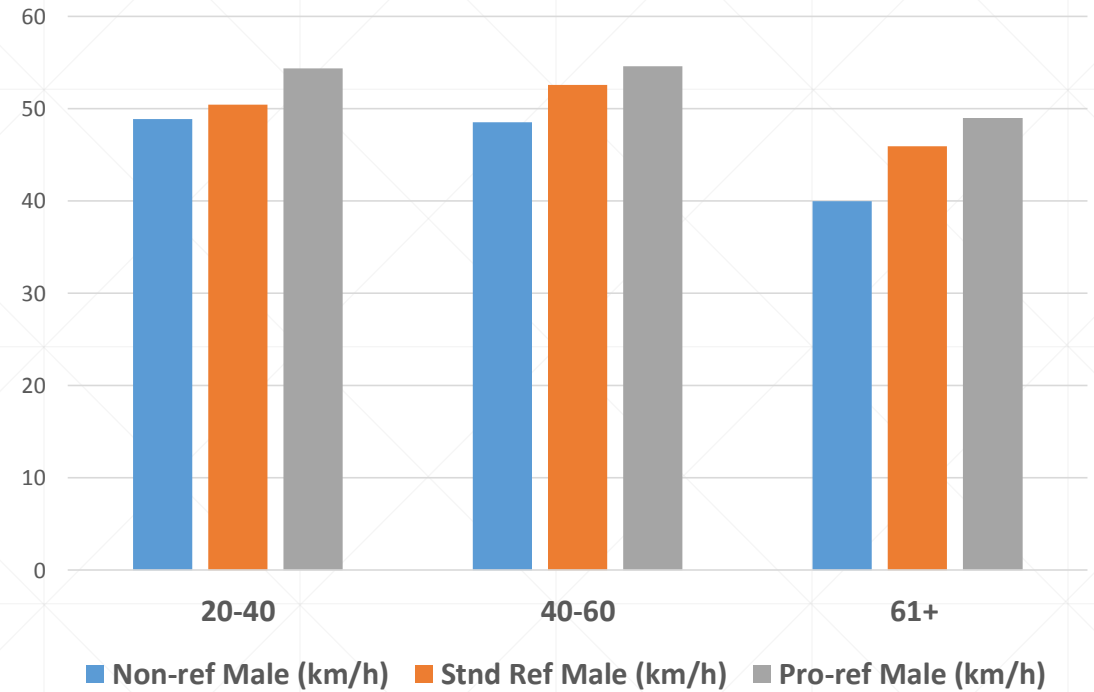


Mean Lap Speeds - Wet

Female - Wet



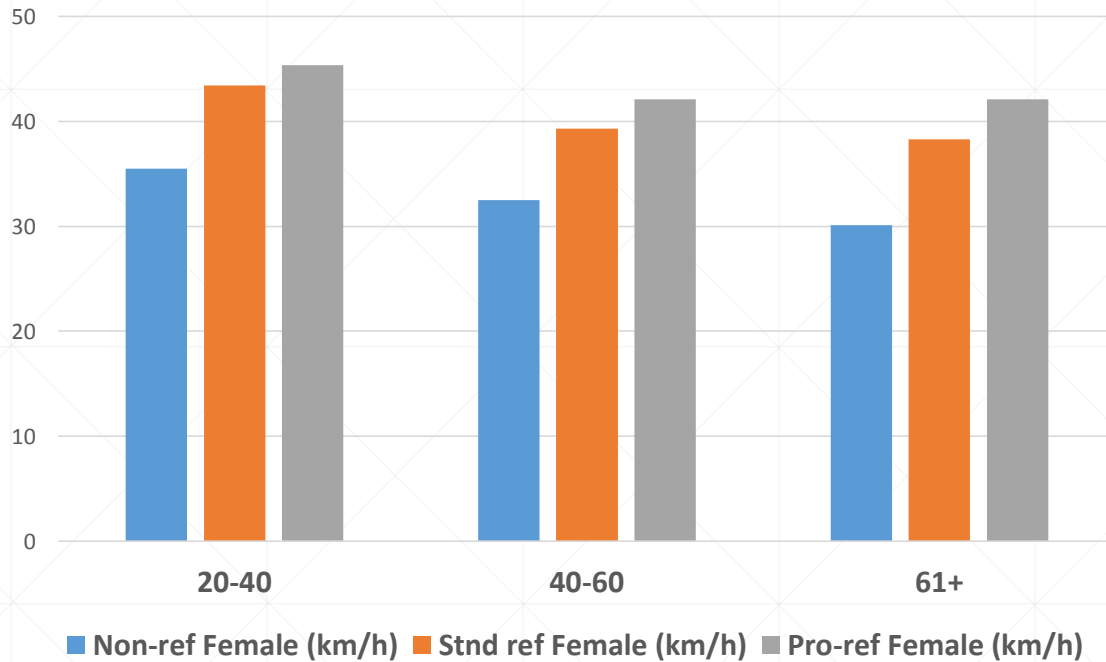
Male - Wet



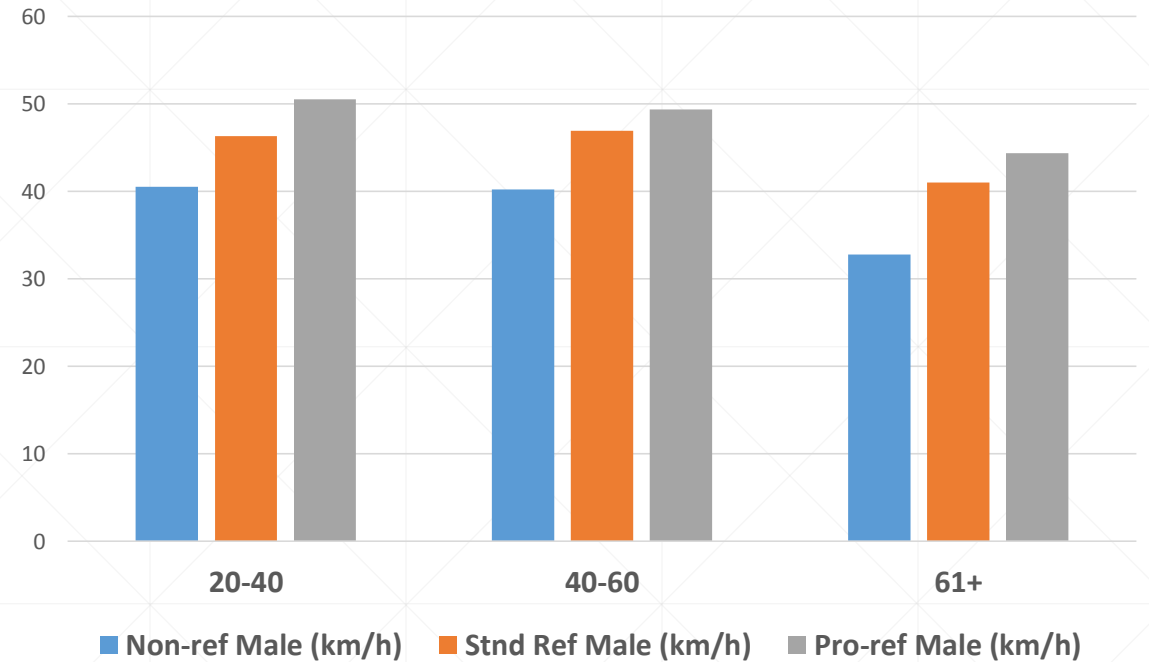


Mean Lap Speeds – Wet & Rainy

Female - Wet & Rainy



Male - Wet & Rainy







Technological Advancements

