

[ON THE ROAD

**DEGAROUTE® BASED
ROAD MARKINGS
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Safety meets design: Colored bike path based on DEGAROUTE® MMA Cold Plastics.

COLORED CYCLE PATHS SAVE LIVES

The World Health Organization (WHO) estimates that each year over one million people die as a result of traffic accidents worldwide. Of these, 31 percent are pedestrians and cyclists. The data shows a similar picture for the EU member states. Even though road safety in Europe has steadily improved in recent years, the European Union's accident database (CARE) shows that on average these two groups account for around 25 percent of all road fatalities. A good cycling infrastructure has therefore become a much discussed topic in the political arena. Without zeroing in on road safety for cyclists it will be virtually impossible to meet the EU's target of reducing the number of road traffic deaths by 50 percent

by 2020. This is why many towns and cities are focusing on building new cycle paths or expanding existing ones. For their markings they need a cost-effective product which will improve safety for cyclists. DEGAROUTE® based MMA cold plastic road markings provide a high-performance alternative to conventional traffic paints. Outstanding UV resistance, excellent skid resistance, which improves and ensures the safety of cyclists in wet conditions, and high durability make the use of DEGAROUTE® interesting from a cost efficiency perspective. DEGAROUTE® was thus the preferred solution for a bike lane application in the Polish city of Poznan.

EDITORIAL



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DEAR READERS, VALUED CUSTOMERS,

Healthy, environmentally friendly and easy on the pocket—some reasons why cycling is becoming increasingly trendy. Across Europe, bicycle sales have now topped sales of automobiles. Germany alone has over 70 million bicycles. This trend is prompting many state and municipal authorities to include bicycle infrastructure in their transportation policy in order to improve safety for their cyclists. Many towns and cities worldwide are focusing on building new cycle paths or expanding existing ones. When implementing these projects, authorities often use DEGAROUTE® based MMA cold plastic road markings because of their ideal performance features such as color stability and long-lasting anti-skid properties. In this newsletter, we present Poznan, a historical city in Western Poland that has already successfully used colored road markings based on DEGAROUTE® to reduce the risk of accidents for cyclists in the city center.

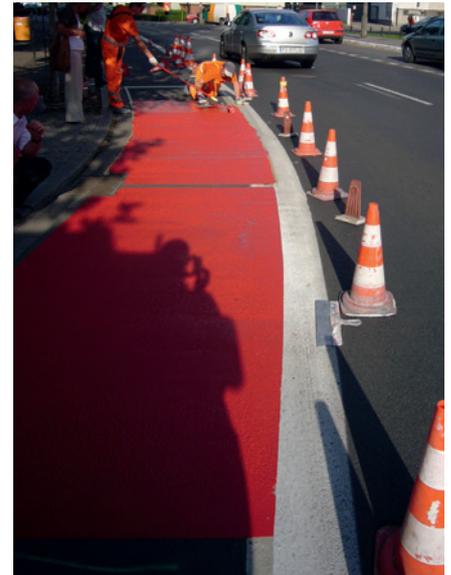

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CONTRAST BIKE LANES REDUCE RISK OF ACCIDENTS THANKS TO DURABILITY

With a population of around 2,100 residents per square kilometer, Poznan is one of the most important cities in Poland when it comes to economy and tourism. In 2011, the municipal road administration applied red cycle paths at particularly dangerous points along the city's Krakowska Street, using DEGAROUTE® based road markings to create a color contrast design with white edge stripes. Since collisions involving cyclists and automobiles frequently took place at these points, the marked areas were designed to make motorists more alert of cyclists. The colored markings were installed in two places: at intersections where the paths of motorists and cyclists cross and on

bends that motorists typically clip by driving on the cycle path running parallel to the road. The markings were applied in three layers with a 1.3-mm-thick layer of MMA cold plastic. It is worth noting that the marked intersections are located directly in downtown Poznan, where there is very high traffic volume. In spite of these challenging traffic conditions, the markings applied have not shown signs of wear or discoloration—even after nearly 4 years of application! The environmental advantages of the product, including low VOC and low raw material consumption due to higher durability, also satisfied the desired sustainability requirements of the project.



Durable area marking with tailor-made antiskid properties based on DEGAROUTE.

INTERVIEW WITH CERI WOOLSGROVE FROM THE ECF:

Road safety and accessibility improvements ultimately depend on joint efforts and decisive actions of governments, NGOs, private sector and road users. In this edition, the DEGAROUTE® team interviewed Ceri Woolsgrove, Policy Officer at the European Cyclists' Federation (ECF), to provide our readers with an insight on cycling from the point of view of NGOs.

Mr. Woolsgrove, what kind of road safety measures would you recommend in countries where bike lane trends are still picking up?

One of the best and cheapest ways to make cycling safer is to get motor vehicle speeds reduced; speed is always one of the major causes of road crashes and fatalities in urban areas. However, where speeds and volumes of traffic are too high, cyclists should be physically separated from motorized traffic by using dedicated cycle infrastructure.

In your opinion, what are the greatest contributions of cycling to society?

A major contribution of cycling has to be the health benefits that it brings. Cycling also provides mobility to everyone. For children, for example, riding a bike opens up the city and is a great tool in teaching us how to be independent. This is another reason why making roads safer and building good infrastructure is an important activity for public authorities.

Where do you see the trend for cycling in 2020 worldwide?

We are seeing some countries like the Netherlands and Germany go crazy for pedelecs/electric assisted bikes. Retailers in the Netherlands now make more money selling pedelecs than conventional bicycles. Germany has also seen a huge growth, not just in cities but also in the bike-tourist sector. This has been slow to take off in other coun-

tries, but we are seeing slow but steady growth all over the EU.

Do you consider dedicated bike lanes via, for instance, colored area markings relevant to the safety of cyclists?

Dedicated bike lanes/paths can be a useful tool for cycling where speeds or volumes are somewhat higher and where there may be a higher number of novice cyclists. Bike lanes can also make cycling look safer, reducing the perception of risk. Although colored bike lanes can create predictable traffic routes for cyclists in urban through traffic, physically separated infrastructure should be used for faster moving, heavy traffic.



Ceri Woolsgrove, Policy Officer at the ECF. www.ecf.com

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