

# [ ON THE ROAD

**DEGAROUTE® BASED  
ROAD MARKINGS  
JULY 2016**



## **BIKE LANES IMPROVE SAFETY IN THE CITY OF ETERNAL SPRING**

The city of Medellín, Colombia, nicknamed “the City of Eternal Spring,” is home to more than three million people and sits in a valley surrounded by the impressive Andes Mountains. With its pleasant year-round climate, Medellín has quickly become an exciting global travel and cycling destination. Currently in the midst of a citywide boom in urban cycling, Colombia’s second-largest city is integrating various improvements to aide cycling in becoming the preferred means of transportation. The city has put in motion a plan to construct 429 miles (690km) of bike lanes in the next 15 years and has recently launched EnCicla, a public bike share system serving all of greater Medellín.

Being one of Latin America’s safest big cities, the authorities of Medellín were looking for a road marking system that would bring a high level of safety and durability to the bike lanes being installed throughout the city. DEGAROUTE® based MMA road markings were the perfect solution for these applications, offering a high quality system that is easy to apply and has proven long-term performance. In this newsletter, you will learn about a recent bike lane application where DEGAROUTE® based MMA road marking systems were used to install a bike lane in Medellín and to restore various other bike facilities in neighborhoods around Medellín.

### **EDITORIAL**



**Jochen Henkels**  
Business Director  
Road Marking &  
Flooring



**Débora Rebuelta**  
Regional Sales  
Manager South  
America

### **DEAR READERS,**

Across Latin America, a region known for its chaotic driving and dense traffic jams, a growing number of commuters are doing the unthinkable: ditching their cars for bicycles. Traditionally a trend seen throughout Europe, city leaders and cycling advocates in Latin America have recently been focusing on the development of sustainable urban design strategies that improve cyclist safety and bring economic benefits to the region. From hundreds of kilometers of bike lanes, loans to purchase bikes and even innovative bike-share systems, several cities in the region are following this trend. One city enhancing its infrastructure to better cater to the safety of their biking community is Medellín, the second largest city in Colombia. Since 2004, Medellín has evolved to become an incredible role model for sustainable urban development, integrating various improvements to enhance their transportation facilities.

Enjoy learning more about this in our newsletter!

Jochen Henkels

Débora Rebuelta

# MEDELLIN: CREATING MORE PUBLIC SPACES FOR LIFE



As part of the 15 year plan to improve and grow the biking facilities throughout Medellin, in March 2016, several bike lanes were restored and constructed in Medellin and its surrounding neighborhoods of Laureles, San Juan and Palacé using DEGAROUTE® based MMA road marking systems. Utilizing DEGAROUTE® based MMA area markings and line markings, the many types of applications

included red area markings covering the entire bike lane, arrows, symbols, text, speed badges and center/edge lines. To begin, the concrete and flexible asphalt surfaces were first prepared by air blasting/sweeping and priming the concrete sections of road. The DEGAROUTE® based road markings were then manually applied using a trowel, covering a total area of 11,000 m<sup>2</sup> which included all lines, arrows and area marking crossings along the bike lane installations throughout Medellin. Starting in Palace (downtown of the city – Avenue 50), the bike lane runs north until San Juan (Street 44) and then turns west until Avenue 70. It continues to pass through “Laureles” neighborhood to the south until Street 30 and then runs east until Avenue 65. The repairs to the other bike facilities in the neighboring areas included the installation of new cold plastic MMA line markings, red crossing sections and connections to the new bike lane. Due to the ability of applying cold plastic MMA road markings in a wide variety of application areas and adjusting skid resistant proper-

ties when needed, DEGAROUTE® cold plastic MMA is proven to be an extremely versatile road marking system that brings greater safety to city streets. “Cold plastic MMA has become an outstanding alternative for urban road markings. Not only have we reduced accident rates, but we have also given the pedestrians the right to be included in the system and the chance to be protected. Cold plastic MMA creates colorful environments, provides cyclists the opportunity to also be respected and, finally, outlasts traditional road markings with their above average life cycle. Medellin is leading a deep urban transformation in order to become a reference not only nationwide, but also region wide,” states Juan Fernando Baena, General Manager RAD, Pintuco.



## EASY, COST-EFFICIENT AND DURABLE APPLICATION



When determining the material to be used for the bike lane projects throughout greater Medellin, city authorities were looking for a highly durable material that would sustain the heavy traffic loads of daily commuter vehicles and retain their vibrant color in the bright Colombian environment. Moreover, it should last on both the asphalt and concrete surfaces present in the city. The perfect solution was found with DEGAROUTE® based MMA road markings, which not only

meets the performance expectations of the authorities, but also provides the ease of hand or equipment application. “It is very simple to apply cold plastic. The main advantage is durability. It could take a bit longer for hand application when compared to automated systems, but durability and quality of the cold plastic system is much higher than the alternative road marking systems,” said Sebastian Ossa from the application contractor, 3S Ingeniería.

### IMPRINT

**RÖHM**  
TRADITIONALLY INNOVATIVE

**RÖHM GMBH**  
Dolivostraße 17  
64293 Darmstadt  
Germany

Phone +49 6241 402-0  
degaroute@roehm.com  
www.degaroute.com  
www.roehm.com