

[ON THE ROAD

**DEGAROUTE®-BASED
ROAD MARKINGS
JUNE 2019**



FROM CAIRO TO SHARM EL SHEIKH: LESS TRAVEL TIME, GREATER SAFETY

Tourism remains one of the most important sources of income for Egypt and is again flourishing after a few difficult years. To further boost the country's rediscovery as a tourist destination and to promote tourism in the southern Sinai Peninsula, the Egyptian government has launched extensive measures to improve the country's transport infrastructure. The construction of a key project, a new six-lane highway connecting the capital city

Cairo with the popular tourist resort of Sharm El Sheikh on the Red Sea, was recently completed. The road is already considered a major achievement because it not only facilitates the flow of tourists from Cairo to Sharm El Sheikh, but also makes the journey a lot safer. While vacationers had to travel for six hours on a one-lane country road between the two cities in the past, the new highway cuts the travel time down to four hours.

EDITORIAL



Ralf Lepper
Business Director
Road Marking &
Flooring



Laurent Kosman
Senior Business
Manager Road
Marking & Flooring

DEAR READERS,

With its tourism industry booming, Egypt expects to welcome some ten million visitors in 2019.

The Egyptian government is planning to further support this development with major road construction projects to create better connections from the capital city Cairo to popular tourist centers. Since the country also transports some 90% of goods by road, improving the traffic infrastructure is a high priority. Egypt recently celebrated an important milestone when the new highway between Cairo and the tourist resort of Sharm El Sheikh on the Red Sea was completed. The new six-lane highway not only substantially reduces the travel time between the two cities, but also makes driving less risky because it was built according to international safety standards. Engineers relied on DEGAROUTE® cold plastic marking, a product preferred worldwide for its strong wear resistance and excellent visibility in all weather and climate conditions, for road marking.

Read our newsletter to learn more about this project.

Ralf Lepper

Laurent Kosman



500 KM OF ROAD MARKINGS IN THE LAND OF THE PHARAOHS

High-quality road safety technologies were a priority in the construction of the road. The MMA cold plastic markings based on DEGAROUTE® selected for the highway markings have contributed to convincing solutions all over the world with their durability and excellent visibility under high-traffic loads, even in the most extreme climate conditions. The innovative cold plastic road marking systems developed by DEGAROUTE® have proven successful even in extremely dry and hot regions, where conventional thermoplastic road markings are quickly overwhelmed by dirt and dust to subsequently crack and

become torn up in traffic. A 2.5 mm thick broken centerline as well as two sidelines made of DEGAROUTE®-based cold-molded plastic markings featuring a thickness of 600 µm were applied over a total distance of 500 km. Thanks to the high visibility of these markings during the day and at night, drivers can safely reach their destination.

Speaking to the media, the governor of South Sinai, Khaled Fouda, referred to the construction of the highway as a major project that is expected to revive tourism and boost the region's development. Other politicians have also praised

the road as a true achievement that facilitates the influx of tourists from Cairo and other cities in South Sinai to Sharm El Sheikh, offering an excellent, more sustainable and cost-effective option for traveling from the capital city to the tourist resort on the Red Sea.

By the way, DEGAROUTE® markings were not only applied to the highway from Cairo to Sharm El Sheikh, but also to the expanded highways from Ismailia to the northern city of Port Said and from Cairo to Sokhna on the Suez Canal.

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