

Alignment of road safety investments and industry initiatives in Korea

The South Korean Ministry of Strategy and Finance has announced infrastructure investments of US\$108.61 billion (KRW 124tn), including the construction of expressways, nationwide. These ambitious expenditures are part of the nation's plan to improve its competitive advantage. In order to lower the burden on the state budget, private sector investments will be targeted. In that respect, the use of infrastructure products, such as road markings, that provide better value for the money will play a key role.

On January 2015, DaeHwa Paint, a major road marking producer in the country, organized a customer event aiming at fostering exchange of best case experiences among road authorities and road marking applicators. The event gathered around 120 relevant decision



makers. Dr. Alexander Klein, Director Technical Marketing Road Marking, held a presentation about Evonik's DEGAROUTE® solutions for urbanization and high performance needs. "It was a successful event and a very good opportunity to reinforce the safety, and economic benefits of DEGAROUTE® based cold plastic road marking technology to the Korean market," adds Mr. Jason Kim, Senior Sales Representative. "The audience was convinced that DEGAROUTE® based cold plastic is superior to other systems and that functional and high quality road marking products should be applied on Korean roads to improve road safety - all while providing savings through longer service-life," adds Mr. Kim.

Green certificate for DEGAROUTE® based road marking products

DaeHwa Paint is known as an innovative company that thinks ahead of time. Recently, they have been awarded a Green certificate for DEGAROUTE® based road marking products, thanks to its low VOC content and Life Cycle advantages. Environmental concerns are an important part of government's agenda. "Receiving a Green certificate is essential to demonstrate our efforts with respect to sustainability," says Mr. Lee, president of DaeHwa Paint.

DaeHwa has been a road marking cooperation partner of Evonik for many years.