

## **Future certain for Cold Applied Plastic Road Markings**

The New Zealand experience in the development and introduction of Cold Plastics is a positive advance in traffic safety and proven long-life performance of cold plastic road markings.

New Zealand has adopted the New Zealand Transport Agency P30 Specifications for High Performance Roadmarkings that has leveled the playing field and permitted valid comparisons on performance between Cold Applied Plastics and other materials.

One thing is certain - there is no cheap option when performance is the criterion and market forces have made both CAP and THERMO competitive in New Zealand in the High Performance markings category.

The remaining variable is the life expectancy of the chosen product and the relevance to contractual obligations.

The New Zealand experience has shown that Cold Applied Plastics can now over deliver in terms of performance (When applied correctly)

The overall scenario has been evolving along with the improved methods of quality control and accurate measuring of performance, which gives confidence in the growing areas of performance based contracts.

Kadcam Enterprises has been influential in the introduction of Cold Applied Plastics to New Zealand, being instrumental in setting up the first M20 field trials and supplying the laboratory standard measuring equipment needed for accurate monitoring of performance.

Having realized the potential benefits of using CAP, the concept has been advanced by conclusive results from strategic trials in traffic black spots, which have indicated the cost benefits of using High Performance Roadmarking Materials as a tool, to modify driving habits and improve road safety.

From the Roadmarkers perspective, the object of the exercise has been as always, to apply the chosen material as efficiently and cost effectively as possible.

Given that Cold Applied Plastics have been in use in Europe for over 20 years, and has proven its potential in New Zealand, it is inconceivable that CAP will not become a competitively priced major player in the Australian Market as has occurred in NZ.

Kadcam Enterprises is able to assist Roadmarkers take advantage of the benefits of Cold Applied Plastics in a cost effective manner, by converting existing Plant for use with CAP.

Kadcam's conversion methods can enable you to switch between materials according to client requirements and cost restraints. The increased flexibility with minimal capital out-lay is a great opportunity to offer a greater range of contract options and security of on-going work.

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