REDUCING ACCIDENTS MEANS

SAVING **LIVES**



SWARCO | The Better Way. Every Day.

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Road Marking Systems

01 REDUCING ACCIDENTS MEANS SAVING LIVES



What good is the sharpest eyesight or the most intelligent driver assistance system if there is nothing to guide us on the road?

Clearly visible road markings are an essential and proven element of safe road infrastructure. They provide the necessary structure for traffic areas, make the course of the road clearly recognisable and help road users find their way, particularly in darkness and wet conditions. This applies to car and motorcycle drivers just as much as to cyclists and pedestrians. Road markings are also essential for modern AI-based driver assistance systems, such as lane-keeping assistance.

Yet public budgets are stretched thin in many places. Cost-cutting measures make road marking maintenance more difficult, often at the expense of road safety. However, investing in high-performance road marking systems pays off in several ways: they can provide reliably visible and durable road markings, reduce the risk of accidents and help avoid substantial economic costs in the long term. Investing in high-quality road markings means investing in people's everyday safety!

Every day, more than 3,100 people lose their lives on roads around the world. That's more than two people every minute! Modern road markings with innovative reflective glass beads provide better guidance, especially in darkness and wet conditions. In doing so, they make an important contribution to preventing accidents and saving lives.

HARALD MOSBÖCK
Vice President Services Europe / APMEA, SWARCO Road Marking Systems



02

FACTS & FIGURES

Every year, more than one million people lose their lives in road traffic accidents worldwide. Millions more are injured. Behind these figures are individual tragedies and significant social and economic consequences. At the same time, the demands placed on road infrastructure continue to grow. Road accident statistics also highlight the urgent need for effective measures to improve road safety. What is needed are practical solutions that protect people and ensure safe mobility in the long term.

1.16 MILLION

Road Traffic Fatalities

Almost 1,160,000 men, women and children lose their lives on the world's roads every year.

USD 2,900,000,

Sources: *https://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries*
https://documents1.worldbank.org/curated/en/099052025145514660/pdf/P181329-0487fb58-ea1a-4908-9ae6-61692bf6d9ca.pdf

#1

Leading Cause of Death

Road traffic injuries are the leading cause of death worldwide among children and young adults aged 5 to 29.

>50%

Vulnerable Road Users

53% of road traffic fatalities involve particularly vulnerable road users, including pedestrians, cyclists, motorcyclists and e-scooter riders.

20,000,000+

People Injured Per Year

At least 55,000 people are injured in road traffic accidents every day.
Some estimates put the annual number of injuries as high as 50 million.

000,000

Annual Economic Cost

The consequences of serious road traffic accidents are estimated to cost the global economy USD 2.9 trillion annually – equivalent to around 3% of global economic output.

03 MOBILITY IN TRANSITION

THE CHALLENGES OF 21ST-CENTURY TRANSPORT

The way we travel is changing – and so are the demands placed on road safety. Particularly in industrialised countries, populations are ageing. New technologies are giving rise to new forms of mobility and means of transport – from e-scooters to automated vehicles – creating new requirements for road infrastructure.

At the same time, heavy traffic volumes, increasingly extreme weather conditions and limited public budgets are making it more difficult to keep transport networks safe and efficient over the long term. Alongside safety and cost-effectiveness, sustainability is also becoming increasingly important.

What is needed, therefore, are future-ready solutions that meet all these different requirements of people and machines in the 21st century. Road markings play a central role in this: they provide guidance, structure traffic areas and help different road users navigate safely, reducing the risk of accidents.


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04 GUIDING THE WAY AND SAVING LIVES



Almost invisible to the eye, yet impossible to overlook their impact: reflective glass beads of a structured road marking

SAFETY ALONG EVERY LINE

A fraction of a second can make all the difference. Especially when darkness, rain or poor visibility make it difficult to navigate. Clearly visible road markings help drivers recognise the course of the road in good time, stay safely in their lane and avoid dangerous situations. At precisely these moments, they provide essential guidance, create clarity and protect people – every day, on every journey.

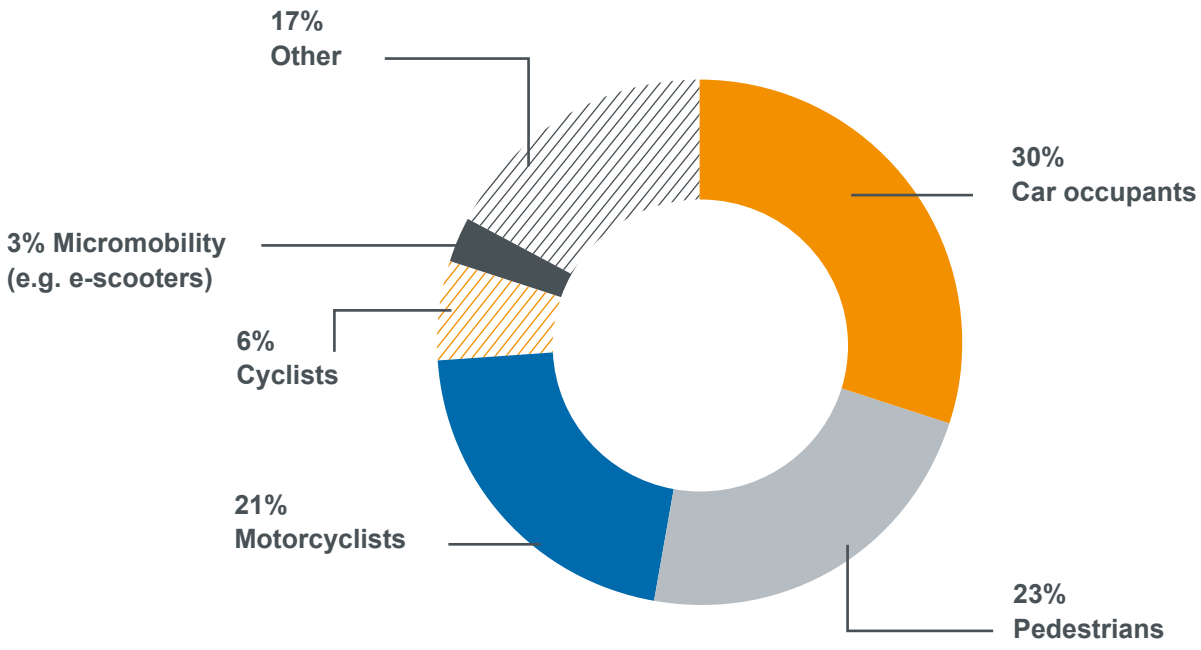
Whether on busy routes, winding roads or rural roads in challenging weather conditions, high-performance road markings make a difference. They improve visibility where it matters most and are among the most effective and cost-efficient measures for improving road safety.

Modern road marking systems, however, do much more than simply guide traffic. Their visual and tactile properties warn drivers when they unintentionally leave their lane, helping to prevent accidents. At the same time, clearly recognisable road markings support modern driver assistance systems and, in turn, the mobility of today and tomorrow.

Because sometimes a single clearly visible line can make the difference between an accident and arriving safely.

ROAD TRAFFIC FATALITIES BY ROAD USER CATEGORY

From pedestrians to car occupants, fatal road traffic accidents affect all types of road users worldwide. Road markings help reduce accident numbers and save lives.



Source: https://www.who.int/teams/social-determinants-of-health/safety-and-mobility/global-status-report-on-road-safety-2023



05 GLOBAL EXPERTISE

COMPLETE SYSTEM SOLUTIONS FROM A SINGLE SOURCE

Every road and every path presents its own challenges when it comes to safe traffic guidance. Yet one requirement applies everywhere: road markings must remain reliably visible for as long as possible. Different climatic conditions, traffic volumes, surfaces and national regulations call for individually tailored road marking systems.

This is precisely where the strength of SWARCO Road Marking Systems lies: system solutions that help reduce the risk of accidents and protect lives around the world. Since 1969, SWARCO has stood for expertise in glass



technology and high-performance road marking systems. What began with the production of reflective glass beads has developed into a comprehensive portfolio of road marking materials, glass bead technologies and system solutions.

As a global system provider, we combine a broad product portfolio with decades of experience in international markets and an in-depth understanding of local requirements. Our strength lies in the optimal interaction between road marking materials, reflective glass beads and application-specific expertise. From cold plastics and thermoplastics to road marking paints and preformed markings, we offer coordinated solutions for roads, cycle paths, footpaths, airports and specialised applications.

What matters is the performance of the entire road marking system. Good visibility by day and night, reliable skid resistance and long-term durability are essential requirements for safe transport routes.

By combining global technological expertise with locally tailored system solutions, we lay the foundation for durable, high-performance and cost-effective road markings. Our goal: safer roads, fewer accidents and better protection for all road users.

Reducing accidents means saving lives.

LEADING THE WAY WORLDWIDE

SWARCO | The Better Way. Every Day.

What began in 1969 with tiny reflective glass beads has grown into the world's largest system provider for road markings. SWARCO systems and solutions save lives every day: the high-quality products and services of our SWARCO Road Marking Systems division guide traffic safely from A to B, both during the day and especially at night. On every road. In all weather conditions, and all from SWARCO.

We are ready for the future: by fusing our expertise and innovative strength in our Center of Competence for Glass Technology and Marking Systems, we are paving the way for success in the global market – even in the age of smart driving and autonomous vehicles.
Join us in leading the way: our experts will be happy to advise you, including on-site, and find the optimal solutions for your requirements.

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