

SWARCOTHERM ECO HIBRITE AR

Increasing retroreflectivity and durability in Widnes



Widnes is an industrial town in Halton, Cheshire, North West England and has a population of approximately 100,000. Ashley Way in Widnes is a busy, thriving area with two supermarkets, a shopping centre, many restaurants and a busy thoroughfare to local areas on the A557. Central to the areas road network is a three lane circular traffic system for road users to turn off towards their destinations. In the traffic system there are approximately 500 directional letters which were first installed by L&R Roadlines in 2012. Because of the extreme levels of traffic the existing markings have begun to fade, causing confusion on the roads.

The Challenge

The local area is so busy that the client simply could not afford the disruption of closing the road for any period of time. However, the lines and markings needed to be refreshed. Taking considerations for the future, the decision was made to replace the lines but use the most durable product available. Thus, the markings would stay clearer for longer and cause less disruption to re-mark the road in future.

The Solution

SWARCOTHERM ECO HIBRITE AR grade is performance engineered to achieve the highest levels of durability, retroreflectivity and colour. The ideal solution for line and junction markings that undergo heavy wear.

- High performance material for enhanced visibility on high speed roads.
- Excellent durability, typically 2–3 times the lifespan of conventional road markings.
- Wear-resistant for use in highly trafficked areas.
- No need for specialist application equipment - can be applied with standard thermoplastic application machinery, so high daily outputs can be achieved.



SWARCOTHERM ECO HIBRITE AR – before and after

SHOWING THE WAY, WORLDWIDE

In 1969 we started out with the manufacture of tiny reflective glass beads. Today we have grown into the world's largest systems provider for road markings. Making roads safer and saving lives on a daily basis. Our high quality products and services, safely direct traffic flow from A to B, every day and night. On all roads, in any weather, and all from SWARCO.

We prepare for the future, by fusing knowledge with innovation at our Competence Center for Glass Technology and Marking Systems. So, even with smart and autonomous driving, we continue to blaze the trail of premium road markings to the world. Jump in and drive with us; we will be happy to help you find your ideal road marking solutions