



ITS Coatings PVT. LTD.

HIGH PERFORMANCE KERB MARKINGS
WITH SUPERIOR ADHERENCE | DURABILITY | VISIBILITY



BECAUSE SAFETY IS CRITICAL

ABOUT

ITS Coatings PVT. LTD.

After studying the options available for traffic safety markings in India, we realised that there was an unmet demand for high quality markings which the traditional paint companies were unable to meet as Traffic Paints is a very specialized area and needs a completely different understanding and expertise, not available with most regular paint manufacturers. Consequently, in June 2014, ITS commenced manufacture of **Speciality Water Based and Solvent Based Traffic Paints** for critical applications like **Airports** and **Sea ports** and this includes **reflective paints** especially necessary for wet conditions and night time visibility.

With the growth and development in the infrastructure industry being increased exponentially in India over the past couple of years and number of road development projects coming up, safer roads has become the need of the hour. And safety on the roads can only be ensured IF good quality markings with high visibility are adopted by our regulatory bodies. Having realised this because of our commitment to serving the Traffic Safety Sector, we have formulated a range of high performance, cost effective liquid traffic paints especially for **kerb and road markings**.

ITS coatings is proud to have associated with Graco, the world leader in the field of traffic paint application equipment's for ensuring best in the class quality installation services.

We are perhaps the only company which offers a comprehensive solutions to the Traffic Safety industry with following products catering to all critical applications right from the **Airports, Seaports/CFS to Highways, PWD roads, Kerbs, Parking Lots & Cycle Tracks**

- **High Performance Paint**
- **Finest Quality Glass Beads**
- **Latest technology machines for better installation of markings**

In the ever changing world of increased travel & safety challenges, we will continue to provide innovative products for the Traffic Safety Sector and strive hard to create awareness of the importance of safety markings and encourage our customers to take the **"Zero Accident Pledge"**.



iTRAFF PRO WATER BASED PAINT (IS:164)

iTraff™ Pro is an Acrylic Waterborne, fast drying Traffic Paint conforming to IS-164 specifications.

Theoretical Coverage

At 70 microns wet film thickness = 14 meter² / litre (approx)

At 100 microns wet film thickness = 10 meter² / litre (approx)

Key features:

- Confirms to IS:164-1981 specifications
- Ready to use
- High Visibility
- Good wear & weathering resistance

Colours available:



iTRAFF PROSOL SOLVENT BASED PAINT (IS:164)

iTraff™ ProSol is a conventional dry (non-heat applied) solvent-based Traffic Paint conforming to IS-164 specifications.

Theoretical Coverage

At 60 microns wet film thickness = 16.6 meter² / litre (approx)

At 85 microns wet film thickness = 11.7 meter² / litre (approx)

Versatile Applications – Apart from Road & Kerb markings, it is suitable for:

- Airports
- Temporary Markings
- Parking Lots



ITCOPRIME

PRIMER FOR THERMOPLASTIC ROAD MARKINGS



itcoprime™ is a specially formulated adhesive primer recommended for application on concrete and asphalt road surface prior to the application of thermoplastic material.

itcoprime™ serves as the binder between the road surface and the newly laid thermoplastic road marking material. It enhances the adhesion of Thermoplastic markings to surface and serves as moisture barrier. It also helps building the service life of the markings on the road longer.



Advantages / Features

- Improves the adhesion of thermoplastic to the roadway surface, especially to concrete and aged asphalt.
- Excellent moisture barrier.
- Excellent shelf life.
- Can be applied by spraying, brushing or rolling.
- No thinning for application.

Theoretical Coverage

At 25 microns wet film thickness = 39 meter² / litre (approx)

At 50 microns wet film thickness = 20 meter² / litre (approx)

Recommended Uses

- Concrete
- All lane/aisle line striping, legends & symbols
- Asphalt
- All markings on aged asphalt

ITCOPRIME

PRIMER FOR WATER BASED & SOLVENT BASED TRAFFIC MARKINGS



itcoprime™ Primer for Water Based & Solvent Based Traffic Paint is a specially formulated primer recommended for application on concrete and asphalt road surface prior to the application of Water Based & Solvent Based Traffic Paint.

Theoretical Coverage

At 25 microns wet film thickness = 40 meter² / litre (approx)

At 50 microns wet film thickness = 20 meter² / litre (approx)

Recommended Uses

- Concrete – Kerbs and Dividers
- Parking Lots
- Roads
- Highways
- PWD Roads
- Cycle tracks
- Industrial Premises
- Shopping Malls

Application

Both types of primer supplied by us can be sprayed, brushed or rolled.



INSTAGLO

High performance Drop-On Glass Beads which provide retro-reflectivity in all types of Road Marking Paints.

These are dispensed after the paint has been applied on the surface to enhance the visibility of the paint during night and in adverse weather conditions

The Instaglo® Advantage

- Refractive Index : +1.5
- Offers high retro-reflectivity
- More than 80% roundness
- Adequate moisture resistance and free flowing
- Special coating that prevents bead agglomeration and improves bead adhesion
- Environmental friendly, made from recycled glass
- Used extensively in thermoplastic, water based and solvent based traffic markings



Drop on Glass Beads Application

When a light/light beam strikes a glass bead which is embedded in the marking it will get refracted & reflected.

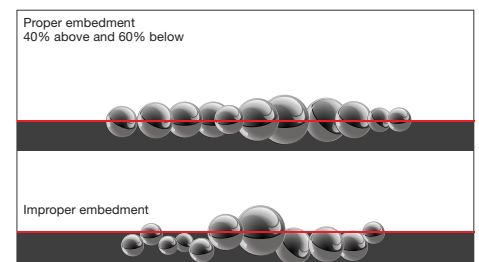
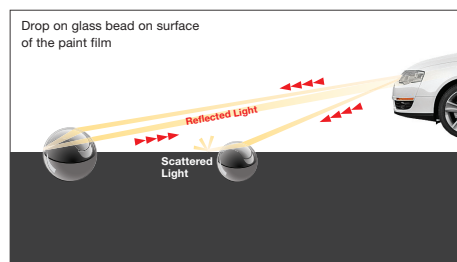
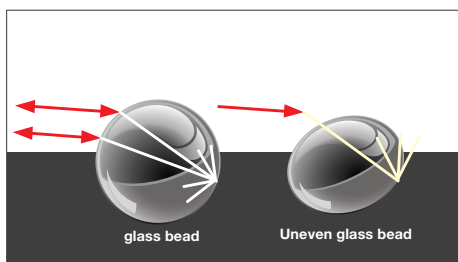
Maximum Retro Reflection also depends upon the sphericity of the beads. The optimum retro reflection requires true round beads. Uneven, beads do not reflect light efficiently and hence will scatter light in random directions.

The reflectivity depends upon the degree of embedment of beads. Optimum embedment gives

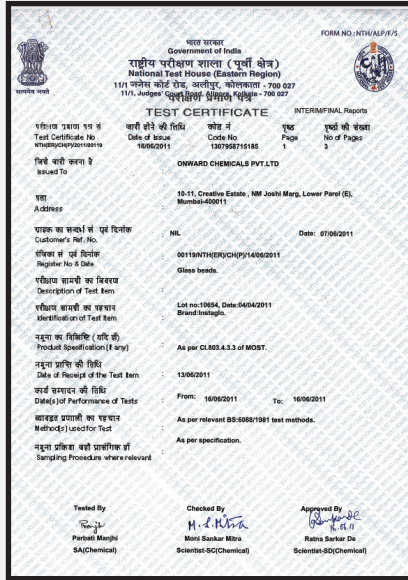
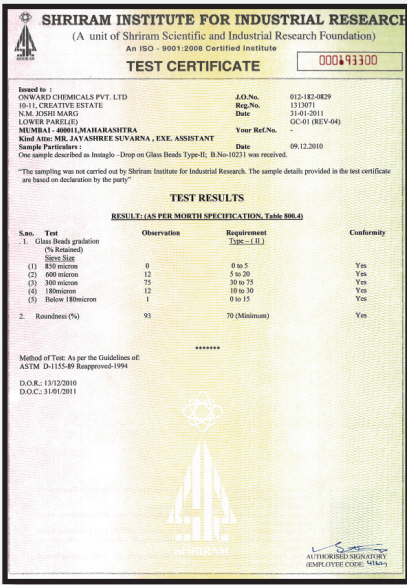
optimum reflectivity & longevity of the beads staying on the surface of marking.

Normally the degree of embedment should be 60% beneath the surface and 40% above the surface. If the degree of embedment is less then 60% then there is a chance of beads popping out from the surface of the marking.

The advantage of using beads in the road marking enhance the night time visibility.



Certification



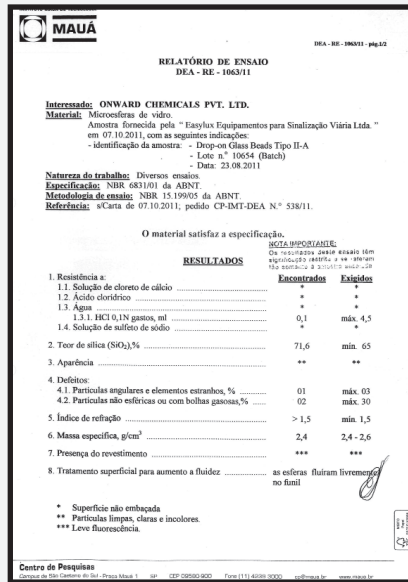
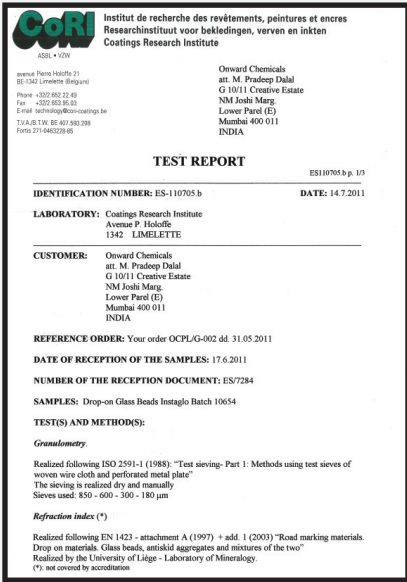
Quality standards:
Confirms to BS6088
AASHTO M247, EN1423
Type II specifications

Instaglo has been approved by leading Indian & International testing laboratories

Currently used at:

- State & National Highways
- Highways
- PWD Roads
- Airports
- Industrial & Residential Complexes

Available at competitive prices at our Mumbai & Chennai stock points



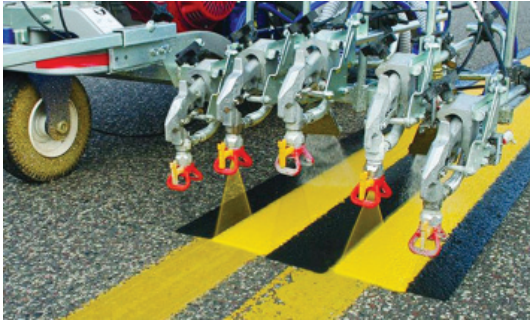
Instaglo® Drop On Glass Beads complies with Industry Standards...

Drop On Glass Beads Specifications			
	Potters BS 6088 Class B	SWARCOFLEX BS 6088 Class B	Instaglo® BS 6088 Type B
Diameter (µm)	% Retained		
850	0 to 5	0 to 5	✓
600	5 to 20	5 to 20	✓
300	30 to 75	30 to 75	✓
180	10 to 30	10 to 30	✓
< 180	0 to 15	0 to 15	✓
Roundness	> 80%	≥ 80%	✓
Refractive Index	> 1.5	≥ 1.5	✓

Do we need to say more ?

EQUIPMENTS

Not just traffic marking paint but also high quality equipments that compliment our product portfolio of road marking materials



GRACO LINELAZER
Professional Airless Line Striping Systems



GRACO LINELAZER ES-1000
Electric Battery-Powered Airless Line Striper



GRACO THERMOLAZER
Thermoplastic Striping Systems



EASYLUX
RETROREFLECTOMETER

EASYLUX Retroreflectometer
Easylux Minireflecto and Classic Retroreflectometers are the most advanced handheld solution for accurately measuring the retroreflectance of road markings, road studs and traffic signs.



ITS Coatings PVT. LTD.

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Water Based &
Solvent Based
Traffic Markings



Lane Demarcation
Systems



Drop-on Glass Beads



Primer for
Thermoplastic &
Liquid Traffic Paints



Thermoplastic Markings

