



SAFETY

Have you been taking it more lightly
than you should?

iTraff™

i therm™

Tough ▶ Durable ▶ Dependable

Graco LineLazer®**Graco Thermolazer®****Why settle for less, when you can have the best!**

SaFeLanes is an initiative of ITS Coatings, the Indian affiliate of Integrated Traffic Systems, USA for providing International standard safety markings using environmentally friendly Water based paint and Thermoplastic material.

Traffic paints is a very specialized area and needs a completely different understanding and expertise, not available with most regular paint manufacturers. We have this knowledge and the experience which is why the products we have formulated are of highest standards and perform in all weather conditions.

iTherm™ + iTraff™ + Graco = A perfect package!

From many practical experiences, we understood that most people do not know who to approach when it comes to doing safety markings and therefore end up compromising by getting a local painter or contractor to handle such jobs.

Typically, such painters or contractors use ordinary paint and apply it crudely by manual application which does not serve your purpose. Paint applied in this manner will not last and the quality would be very poor.

For ideal results, the best way to apply these high quality markings is by using proper marking equipment and correct application techniques and therefore, ITS uses the latest technology machines to ensure quality markings that will last long.

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

We are perhaps the only company that manufactures its own paint, high quality retro reflective glass beads and offer application services under one roof, thereby guaranteeing:

- High quality services
- Quality
- Peace of mind

iTraff™ – A smooth option to safer roads

iTraff™ is a premium Waterborne Acrylic Traffic Paint specially formulated for Indian conditions. **iTraff™** is eco-friendly, versatile product which offers excellent performance in all climatic conditions and heavy traffic flow. A perfect combination of durability and dependability!

This fast drying, ready mixed product is perfect for striping at airports, seaports, industrial areas, parking lots, special zones, malls & residential complexes, driveways, sidewalks, kerb and temporary markings.

iTraff can be applied with conventional and airless spray techniques and is suitable for application over asphalt, portland cement and concrete pavements as well as paver blocks.

Our **iTraff™** range is very versatile and has been tried, tested and proven to be ideal for all type of markings.

The following are the two key grades available:

- 1 **iTraff™ PRO** complying with the Indian IS-164 standards.
- 2 **iTraff™ RAPIDE** is an extremely fast drying, durable 100% acrylic retro-reflective water borne paint, which meets the US Federal TT-P-1952 standard.

itherm™ – Taking the heat and more!

Indian road and weather conditions being what they are, a tough and long lasting road safety markings is the need of the day and our **itherm™** is formulated to perform in these demanding conditions.

itherm™ Thermoplastic material is formulated using high quality C5 petroleum resin which offers excellent heat stability, good adhesion and ease of application. **itherm™** is available in granular powder form, and is ideal for markings at intersections, long-line, legends and symbols and is also suitable for all kinds of applications on asphalt and Portland Cement Concrete (PCC) roads.

The **itherm™** product line for Indian market comprises the following grades:

- **MORTH** (Ministry of Road Transport and Highways, India)
- **BS 3262** (complying with British Standards)
- **Standard and Premium** (Specially formulated grades for Municipality / PWD roads and parking lots)

- **Centre Line**
- **Shoulder Line**
- **Kerbs**
- **Symbols**
- **Fire Lane**
- **Bicycle Lane**

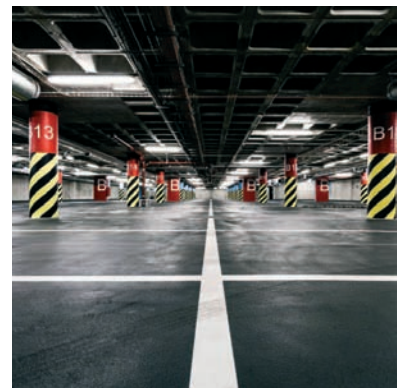
Road



Airport



Parking Lots



Factory



Suitable for									Glass Beads Type		Machinery Techniques			Packing Unit
Airport	Highway	Refineries (Heat Sensitive areas)	City roads	Kerb marking	Cross Walk	Mall & Parking Lots	Industrial / Commercial/ Residential complex	Temporary Markings	Hi-Index Airport Glass Beads (TTB-1325D Type III)	Drop On Glass Beads (BS6088, Type II)	Pneumatic	Airless	*Manual	

iTraff™ Pro (IS- 164 Compliant)

✓	✗	✓	✗	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	20 and 150 Liters
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iTraff™ Rapide

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	20 and 200 Kgs
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*Manual Paints can be applied with all established tools (brushes, rolls or spray guns). required.

Note: iTraff Pro™ is not recommended where retro reflectivity is

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Airport	Highway	Refineries (Heat Sensitive areas)	City roads	Kerb marking	Cross Walk	Mall & Parking Lots	Industrial / Commercial/ Residential complex	Temporary Markings	Hi-Index Airport Glass Beads (TTB-1325D Type III)	Drop On Glass Beads (BS6088, Type II)	Screed	Extrude		

iTherm™ Standard

✗	✗	✗	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓		25 Kg bags
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iTherm™ Premium

✗	✓	✗	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓		25 Kg bags
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iTherm™ BS

✗	✓	✗	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓		25 Kg bags
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iTherm™ MOST

✗	✓	✗	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓		25 Kg bags
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iTraff™ is currently available in the following shades:



ITS Coatings PVT. LTD.
an affiliate of Integrated Traffic Systems USA

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Fax: +91-22-4054 6400

DELHI, NCR
B-750, 1st floor, Gate no. 4,
Greenfield Colony, Faridabad 121 001,
Delhi NCR, India
Tel: +91-129-251 0748
Fax: +91-129-251 0530

CHENNAI
Plot no. 14, Cauveri Nagar, New S.no. 62/2 2C, 2D,
Noombal Village, Thiruverkadu Ambattur Taluk,
Chennai 600 077, India
Tel: +91-44-2680 1165, 2680 1175

HYDERABAD
Tel: +91 91604 59596

Email: sales@itherm.in

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