

VOGEL TRAFFIC SERVICES

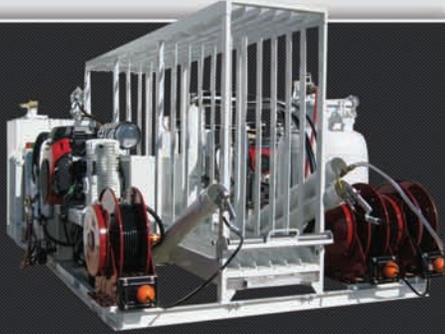
THE PAINTED LINE

NEWSLETTER

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Issue: 02

Fall 2012



OUR MISSION

"We strive to be the best provider of quality striping equipment & services for the public safety by conducting our business with integrity and in a professional manner."

OUR VALUES

"We will always try to conduct business with our customers and our associates in a respectful & dignified manner by being honest & forthright in all that we do & say."



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Hello Iowa Engineers,

Here it is September 2012 already. Amazing how fast the summer has gone by again.

I want to take a moment to thank all of our loyal return customers. It is always a pleasure doing business with you and working together to fulfill your painting requirements. VTS looks forward to continuing these relationships for many years to come. The year 2012 has been a busy year again. Thanks to all of those who participated in painting the roads for the safety of the traveling public.

As we enter the last quarter of the year and begin to wrap up projects, it is important to remember all the young children going back to school that are traveling these roads by bus or car. Freshly painted roads will provide safe guidance as they travel to and from all their activities.

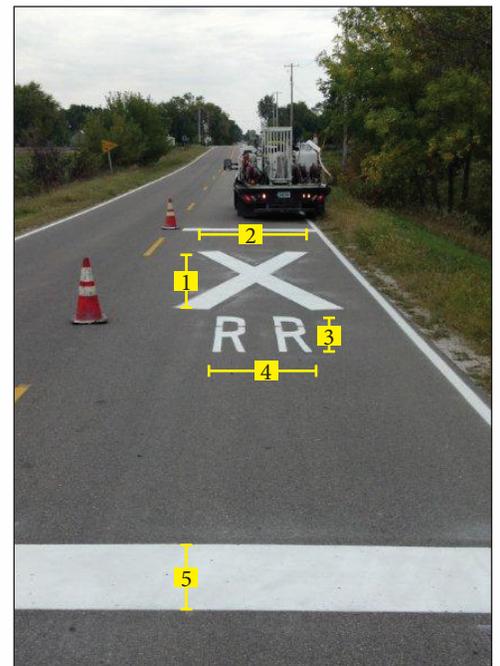
I am looking forward to December with the annual IA Engineers Conference on the 4-5th in Ames. Hope to see you there. Please stop by the booth to register for the drawing that will be given away on Wednesday at the luncheon.

CHECK YOUR KNOWLEDGE

Do you know your measurements?

1. Height of "X" _____
2. Width of "X" _____
3. Height of RR _____
4. Width of RR _____
5. Width of Stop Bar _____

For more Check Your Knowledge and to see how you did, go to our website at www.vogeltraffic.com and click on The Painted Line.



Looking Ahead...

Stop by our booth at the Iowa Engineers Conference December 4-6
Hope to see you there!



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Orange City, IA 51041
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PLACE
POSTAGE
HERE



ROADWAY SAFETY

In 2008 the American Traffic Safety Services Association (ATSSA) published a document entitled *Toward Zero Deaths: A Vision for Safer Roads in America*. The reason they set this goal of zero deaths is because people are dying on our roadways. Every person is a loss to someone. One area they looked at was rural America. Past studies show that approximately 60 percent of the persons killed in accidents nationwide occur on rural roads, even though those roads bear only 35% of all travel.

On rural roads the edge drop off presents hazards of leaving the roadway or roll over crashes do to “over correction” when attempting to stay on the roadway. By delineating the edge of the rural road with traffic markings, drivers will be more aware of the edge of the road. Those traffic markings will be a visible guide during night time driving and incumbent weather. Maintaining retro reflectivity for that marking is very important.

The report went on to say that nearly 60 percent of roadway deaths are the result of roadway departures. A recommendation was made to establish a minimum width of six (6) inch pavement markings. Wider pavement markings can provide improved long-range detection particularly during nighttime driving. Wide lines can also provide improved lane positioning and driver comfort. A six inch line will also provide a better opportunity to avoid removal of the entire line by the snowplow.

When traveling across American, one will see these improvements taking place, but more can be done.

