

VOGEL TRAFFIC SERVICES

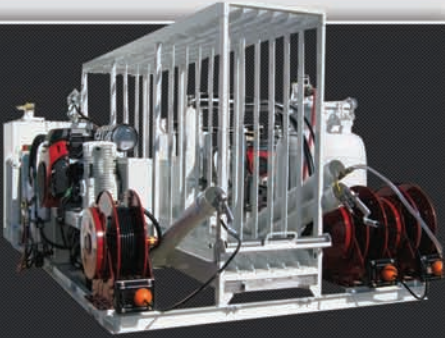
THE PAINTED LINE

NEWSLETTER

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Spring 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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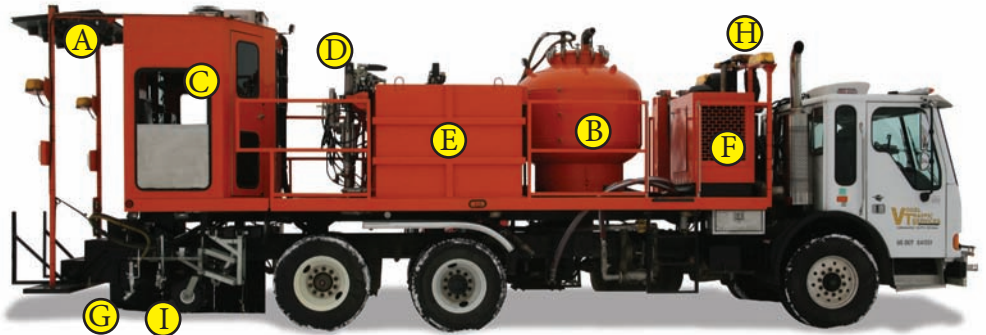
Welcome to our first edition of **The Painted Line**, Vogel Traffic Services semi-annual newsletter. We wanted to drop you a line as the 2012 Pavement Marking season begins to share our philosophy as well as provide an update on some of the recent areas of interest for our industry.

DOUG'S CORNER

Vogel Traffic Services encourages and promotes inspection of all of our pavement marking contracts. Our fleet of paint striping trucks utilize state of the art data monitoring systems to ensure accurate application of paint & beads. Computerized information provides real time readouts to allow operators to make adjustments that guarantee consistent application at all times. We are able to monitor speed, gallons per solid line of yellow & white, pounds per gallon of beads as well as air/ground temperature and humidity.

CHECK YOUR KNOWLEDGE

How many components do you recognize?



___ Safety Lights, ___ Arrow Board, ___ Aux. Engine, ___ Paint Guns, ___ Bead Guns,
___ Operators Cab, ___ Paint Tank, ___ High Pressure Pumps, ___ Bead Tank,

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.

REMINDER

We have begun booking contracts for the 2012 season. We encourage you to submit your bid request as early as possible to ensure we will have the capacity to complete your project within your desired timeframe. We look forward to working with you for your 2012 pavement marking needs.



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PLACE
POSTAGE
HERE



THE LATEST ON TITANIUM DIOXIDE (TiO₂)

A raw material which is drawing a lot of attention is Titanium Dioxide (TiO₂). This material is used in many products including Traffic Paint. TiO₂ is a white pigment which is used in traffic paint to give opacity and the white color. It is also used in yellow traffic paint, but at a lower level.

When the economy slowed down in 2008, the demand to TiO₂ also slowed. As the slow down took place, TiO₂ manufacturers closed their inefficient manufacturing facilities or idled some of them. TiO₂ manufacturers are increasing their production, and with the profits from increased prices, they hope to build new plants. A statement we received from one of our supplier states:



“This price increase is supported by market dynamics, significant increases in our raw material, energy and fuel costs, and reinvestment economics needed to meet future customer needs”.

Mine operators are increasing their price of titanium bearing ore and are making plans to reinvest into new mines. The supply of TiO₂ continues to be tight, it takes time to develop new mines and build new plants.

Vogel Traffic Services is committed to maintaining a supply of titanium dioxide and supporting your pavement marking needs. Feel free to contact us should you have questions or wish to discuss further.