



## Custom TrafficPatterns® Marking Design Guidelines

Custom TrafficPatterns pattern production requires a minimum material purchase of 2,000 sq. ft. (186m<sup>2</sup>)

TrafficPatterns® is a durable, interconnected, surface-applied preformed thermoplastic pavement overlay marking material, suitable for application on asphalt and concrete pavement substrates. TrafficPatterns markings are created using solid color pieces of preformed thermoplastic to create the desired pattern. The pieces are assembled and glued together on the back so that they come in preassembled segments for ease of application, typically in 2' (.6m) square or 2'x3' (.6m x .91m) sheets, depending on the pattern requirement.

### Design and Colors

- When replicating a customer's pattern or marking design, we will make every effort to replicate it as closely as possible; however, modifications may be necessary.
  - Every line, element, or space within the marking will ideally have a width of 1/2" (12.7mm) wide or wider in order for us to manufacture, cut, and assemble a custom design.
- Note that these tolerances are for narrow areas of larger material pieces that make up a marking. Depending on the marking's design and complexity, we reserve the right to require wider tolerances where necessary to manufacture certain markings.
- There are 18 standard and 16 premium colors available for TrafficPatterns markings. (Premium colors cost more than standard colors.)
  - Custom colors are not available.
  - Gradient shading design coloration is not possible in TrafficPatterns preformed thermoplastic material.
  - TrafficPatterns does not require any stamping or impressions to be made into the substrate to create the pattern.

To get a better understanding of the material, design capabilities, and the application process, it will be helpful to watch the videos and review the photo gallery and Design Manual on our TrafficPatterns webpage at: [www.ennisflintamericas.com](http://www.ennisflintamericas.com).

There are two videos available on the "Videos" tab in the middle of the page, the "Documents" tab contains the Design Manual, and the photo gallery of some of our past markings is available at the link in the upper right-hand corner.

### Intellectual Property

Ennis-Flint makes every effort to respect others' intellectual property, so any trademarked or copy written pattern, logo, symbol, or brand name that we are to replicate must have a letter of permission from the brand owner or authorized representative.

### Pricing

Custom TrafficPatterns pattern pricing is based on design complexity/intricacy, the number of sheets necessary to create the specified pattern, number/type of colors, pattern repetition and overall quantity needed.

### Details needed to quote pricing for a custom pattern:

Design: (Emailed drawing file, image, sketch, etc.)

*The image should be of high resolution and print quality, so that it can be evaluated properly. Vector design files using solid colors are ideal when available. We can accept CAD files (.DWG or .DXF), .PDF, .JPG, .TIF and .AI file types.*

**Description/Notes:** (Only if any deviations from image submitted)

**Dimensions:** (Very Important)

**Colors:** (If not clear on the image submitted)

**Quantity (Area):** (If an exact area or material amount is not known, please indicate an approximate amount.)

Custom TrafficPatterns markings are more economical if the repetitive pattern can be created using one to four sheets of 2' (.6m) square or 2'x3' (.6m x .91m) material or less.

### **Submittal Drawings**

- Once the price has been accepted and an order placed for the material, Ennis-Flint will prepare a submittal drawing for approval by the customer. The drawing will include the overall pattern, the preassembled sheets of material and how the sheets are positioned to create the pattern.
- No production will begin until the submittal drawing is approved in writing.
- Should a submittal drawing be required before the order is placed, Ennis-Flint reserves the right to charge an up-front design fee for submittal drawing creation. This amount will be applied toward the invoice for the material when it's ordered, so it is not an additional charge above the quoted material price.

### **Application**

- A two-component epoxy sealer is applied to the pavement prior to the placement and heating of the material.
- Each sheet of TrafficPatterns material consists of cut and preassembled pieces of preformed thermoplastic and must be heated until molten when applied to the pavement.
- The marking material's colors may change slightly when heated to a molten state during application.
- Any browning of the material from heating should wear away within a week or so of being opened to traffic.

### **Marking Functionality**

TrafficScapes™ products (including TrafficPatterns) are functional pavement markings designed to provide streetscape enhancement, promote safety awareness and calm traffic. The initial aesthetic properties of applied markings will be affected by traffic, weather, chemicals, and other environmental factors over time.