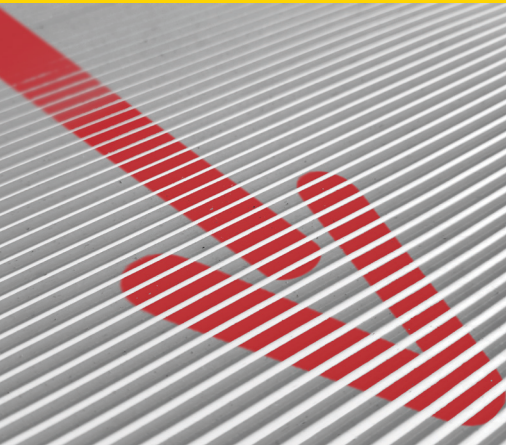


# LaneAlert 2x™

LaneAlert 2x™ Series 1 PFT  
Pavement Marking



Shown here with MUTCD Wrong Way Arrow

**SAFE, SMART AND SIMPLE  
COUNTERMEASURE FOR  
WRONG-WAY DRIVING ...**

**The LaneAlert 2x™ Series 1 PFT**



**PPP, Inc.**  
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Jacksonville, FL 32257

**www.AlertBrands.com**  
**888.717.7771**

## FEATURES AND BENEFITS

The LaneAlert 2x™ is an innovative counter-measure to wrong-way driving. This technologically advanced bidirectional pavement marking provides a single directional, clear, concise message to motorists in conditions most prone to wrong way driving.

From expressway interchanges to suburban and rural divided highways, to one-way urban streets, wrong-way driving is the most deadly accident type and steals the lives of thousands of fathers, mothers, sisters and brothers around the world every year.

### LANEALERT 2X™ IS DESIGNED TO COUNTERACT THE MOST COMMON FACTORS IN WRONG-WAY DRIVING:

#### Roadway Deigns:

- Complex Expressway Interchanges
- Divided Suburban & Rural Highways
- One-Way Urban Streets

#### Driver Impairments:

- Age
- Fatigue
- Alcohol/Drug

#### Environmental Elements:

- Nighttime
- Rain
- Fog



### SAFE

- Provides a clear, concise message to wrong way motorists without distracting the right way motorist.
- Designed to provide the wrong way message in a way that most matches the impaired or aged motorist's viewing habits, the most at risk motorists.
- Use on roadways, bike lanes and even pedestrian ways, improving the safety of motorists, cyclists and pedestrians.



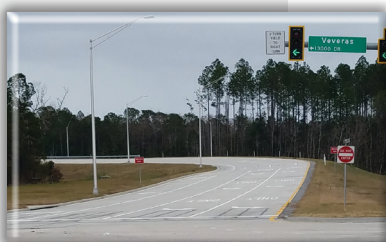
### SMART

- Static device with dynamic functionality. A device with no mechanical or electronic dependency. But, dynamically changes its visual form depending on the direction of approach.
- Innovative profile and coating process that ensures the right message gets to the right motorist.
- Durable thermoplastic compound structure ensures extended effective life cycle.



### SIMPLE

- Versatile and economical solution that can be implemented in most any environment. Regardless of the roadway type or agency budget.
- Easy, familiar method of installation.



Expressway Interchange



Divided Highway

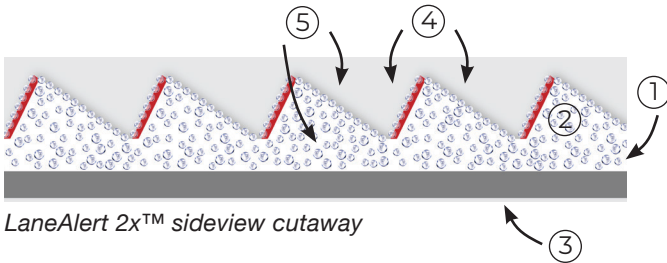


One-way Street

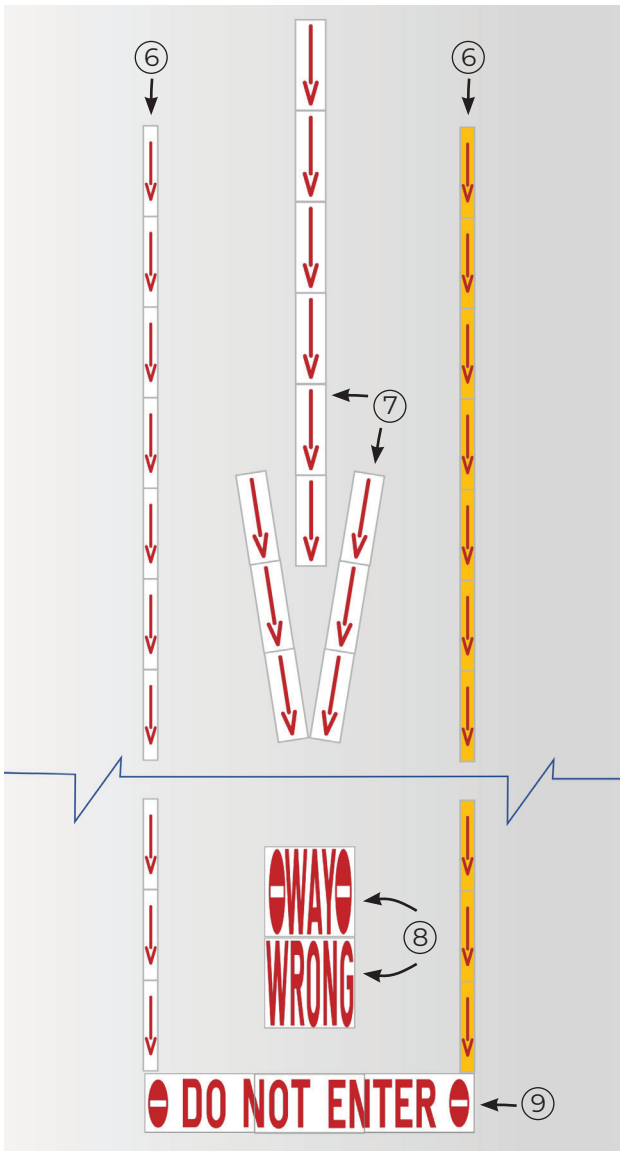
# LaneAlert 2x<sup>TM</sup>

S E R I E S 1 P F T

**LaneAlert 2x<sup>TM</sup> Series 1 PFT** is the initial release of this innovative wrong way countermeasure. Pavement markings in the forms of longitudinal and lateral lines, messages and symbols all play a part in the guidance and control of the motorist. LaneAlert<sup>TM</sup> Series 1 PFT includes the most commonly preferred markings for effective countermeasures to wrong way driving.



LaneAlert 2x<sup>TM</sup> markings



## Primary Composition:

- 1) High performance retroreflective preformed thermoplastic pavement marking material. Durable and wear resistant for an effective long service life under vehicular and roadway environmental conditions
- 2) Uniquely engineered multi-angular profile pattern. Produces bidirectional visibility with unidirectional messaging through the entire and likely visual angles for motorists, cyclists and pedestrians
- 3) Heat applied preformed thermoplastic adhesive. Attaches marking securely to pavement surface limiting time and application equipment needed.
- 4) Resilient, no-fade flexible high bond pigmented coating. Provides long lasting color and high contrast visibility of message both day and night
- 5) Integral base color, intermix and top coated glass beads. Delivers lasting day and night visibility

## Markings:

### 6) Longitudinal Lane Line (MUTCD 3A-05.02/03)

#### Color:

Right Way Direction - Solid White or Yellow

Wrong Way Direction - White or Yellow with Red Wrong Way Arrow scaled\* @ approx. 4-in. x 24-in. (MUTCD 3B-24D)

#### Panel Size:

Length: 36-in. (.914-m) +/- .50-in. (13-mm)

Width: 6-in. (.152-m) +/- .25-in. (6.5-mm)

### 7) Wrong Way Arrow (MUTCD 3B-24D)

#### Color:

Right Direction - Solid White

Wrong Way Direction - White with Red Wrong Way Arrow scaled\* @ approx. 6-in. x 33-in. (MUTCD 3B-24D)

#### Panel Size:

Length: 36-in. (.914-m) +/- .50-in. (13-mm)

Width: 12-in. (.305-m) +/- .25-in. (6.5-mm)

#### Marking Size: 12 Panels

Length: 288-in. (7.315-m)

Width: 60-in. (1.52-m)

### 8) Wrong Way Message (MUTCD 3B-24)

#### Color:

Right Direction - Solid White

Wrong Way Direction - Panel 1 - White with Red "WRONG" scaled\* @ approx. 33-in. x 30-in. (MUTCD 2B-37\*\*)

Panel 2 - White with Red "WAY" scaled\* @ approx. 33-in. x 17.5-in. and two Do Not Enter Symbols scaled\* @ approx. 33-in. x 5-in. (MUTCD 2B-37\*\*)

#### Panel Size:

Length: 36-in. (.914-m) +/- .50-in. (13-mm)

Width: 36-in. (.914-m) +/- .50-in. (13-mm)

#### Marking Size: 2 Panels

Length: 60-in. (1.52-m)

Width: 36-in. (.914-m)

### 9) Stop Bar (MUTCD 3B-16)

#### Color:

Right Direction - Solid White

Wrong Way Direction - White with Red "DO NOT ENTER" scaled\* @ approx. 18-in. x 100-in. with Do Not Enter Symbols scaled\* at approx. 18-in. x 8-in. (MUTCD 2B-37\*\*)

#### Panel Size:

Length: 36-in. (.914-m) +/- .50-in. (13-mm)

Width: 24-in. (.610-m) +/- .25-in. (6.5-mm)

#### Marking Size: 4 Panels

Length: 144-in. (3.66-m)

Width: 24-in. (.61-m)

\*MUTCD 3B-24.12 Allows for relative scaling of pavement messages.

\*\*MUTCD 2B-37 LaneAlert 2x words and symbols replicate those allowable in this section.

International and custom sizes, symbols, and messages available as special order.



Made & Serviced  
in the U.S.A.!

\*Patent Pending