



WHERE ARE YOU GOING?

**BORUM**

**“it’s straight-  
forward”**

**INTER-  
TRAFFIC  
2006**

**Amsterdam**

**Stand no. 04.112,  
Hall 4**

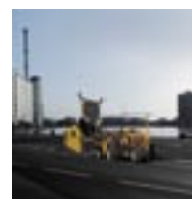


### **Where are you going on 4-7 April?**

To Intertraffic 2006 in Amsterdam, of course. We look forward to seeing you at Borum's stand no. 04.112 in Hall 4, where we will be exhibiting our latest self-propelled road marking machinery for large or small road marking tasks. Among the new products we will be presenting at Intertraffic are the new city model BM C 250-2 for cold painting, and the larger highway model BM SPT 350-2 P, a combination machine for spray painting and extrusion. This model is equipped with a quick shift extruder, which means that the extruder can now change sides in less than 15 minutes.

Borum's staff is looking forward to meeting you, demonstrating our products and telling you about the many economic and technical advantages of choosing Borum as your partner.

Meet us at stand no. 04.112 in Hall 4 at Intertraffic 2006.



## New machines and a new face in Borum's product development department

2005 has been a busy year in Borum's product development department. Many new products have seen the light of day, while others have undergone yet more improvements, ensuring that Borum stays at the cutting edge of developments in road marking and remains the industry's preferred partner, supplying the products that the customers demand.

Borum intends to continue these positive developments in 2006, and has consequently reorganised and strengthened the department's resources with the recruitment of Mads Kornerup as Head of Development.

Mads and his team are looking forward to ensuring that Borum's products will continue to meet the demands of the market and our customers for high-quality road marking products.

Claus Olsen will from now on mainly function as Head of Service, which will give him the optimum opportunity to strengthen relations with our custom-



*Mads Kornerup and Claus Olsen*

ers and thereby ensure that Borum's new products are adapted to their needs, including the customers' expectations for high returns on investment in a road marking machine.

Claus Olsen will also be responsible for developing courses and training for our customers' operators, together with Borum's travelling fitter. This will ensure that a "Borum" will run reliably when it's expected to, and continue to provide the market's lowest lifecycle costs and highest up-time.

## Trade Fairs

### Spring 2006

So far, Borum will be attending the following fairs in the spring of 2006:

#### **INTERTRAFFIC, Amsterdam**

4 - 7 April 2006

[www.intertraffic.com](http://www.intertraffic.com)

#### **Vei og Anlegg, Oslo**

10 - 14 May 2006

## Extraordinary experiences in India

Reliable machines, a high level of service and ongoing technological development has made Borum one of the world's very best brands of road marking machinery. The Indian company Mark-O-Line Traffic Controls (P) Ltd. has been one of Borum's business partners for many years, and their experiences with Borum have been nothing but positive.

"We have very stringent performance requirements and need spe-



*Mark-O-Line Traffic Controls at work in India*

cially adapted machinery that can handle the working conditions in India, including the high temperatures.

"We are not willing to compromise on quality, even when working conditions are difficult. Borum supplies us with professional machinery, and they are always able to meet our needs and desires," says the company's managing director, Mr Sanjay Patil, who is very proud of the fact that his company applies 15 to 17 tons of thermoplastic in every working day (a 150mm continuous line applied over 35 km) using just one Borum road marking machine. The quality of the work is the very best, and the good quality saves materials. These two factors are crucial for Mark-O-Line Traffic Controls (P) Ltd., ensuring that the company can be competitive in a market in which the time taken to complete a road marking job is very important. It is therefore essential that the machine is reliable.



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**- it's straightforward**