

LOOKING
FOR MORE
COST-EFFECTIVE
ROAD MARKING?



Borum's sensational new product in a test organised by the German Road Marking Association (DSGS) on the B4 motorway in Harzen, Germany. Borum is proud of the results, which showed that our product was of top quality, giving significantly better results than the hitherto generally accepted "best practice".

**ANOTHER
PRODUCT WITH
COMPETITIVE
ADVANTAGES FOR
BORUM'S
CUSTOMERS**

Dot'n line – new cost-effective solution from Borum

Traffic safety, quality and cost-effectiveness are just a couple of the many demands that Borum continually makes towards its products, and which at the same time provide Borum's customers with major competitive advantages in their daily operations.

This also applies to Borum's latest product, Dot'n line, which sets a new worldwide standard for road marking, and represents Borum's introduction of the latest technology in horizontal road marking.

Traditionally, glass beads have been used to provide reflections from roadway markings at night and in rainy weather, but other methods can also secure perfect safety under these conditions. With the launch of Dot'n line, Borum is now at the cutting edge of developments, securing perfect retro-reflection at night and in rain.

The Dot'n line technology is versatile and, together with a Borum machine, can provide a three-in-one solution, as the operator can lay both baselines (flat lines) and agglomerate (i.e. structural markings), as well as a unique combination of baseline and agglomerate.

At the same time, the technology can be used to provide savings in raw materials. These properties will mean increased competitive advantages for owners of Borum equipment.

You can read more about Dot'n line at Borum's website: www.borum.as, or contact your local Borum partner or the Borum sales office in Denmark for a description and possibly a demonstration of our sensational new product.

Borum's sensational new product: cruise control system

With the Borum cruise control system, the operator can now set the speed of the machine and concentrate exclusively on controlling – and thereby optimising – the application of the roadway markings.

Cruise control allows operators to ensure uniform application of the markings and a constant thickness

and pattern in agglomerate markings, as well as reducing fuel consumption.

Borum's cruise control system can currently be fitted to Borum's Highway and Motorway series.

Borum partner conference

On 2-3 November, Borum held its annual partner conference for all Borum's agents worldwide. We were delighted to see that so many of Borum's partners from all over the world could participate in the conference.

The conference offered a fantastic opportunity to introduce Borum's partners to the new products being launched in 2007, and they were also given a thorough updating on our existing products and planned marketing initiatives. All of our partners were very helpful in providing Borum with useful feedback from the market on the many ideas.



Team-building



Some of Borum's partners

Borum's goal is to continually work to maintain close contact between Borum Denmark and the company's customers, amongst other things via its local partners. This provides vital feedback for Borum's future product development.

The conference's team-building programme included a course in haute cuisine, at which all of Borum's partners, across the boundaries of nationalities and cultural differences, worked together to create a four-

course gourmet menu. The result was nothing less than spectacular, and provided fantastic proof of our good partnership for both the eye and palate.

Trade Fairs

Spring 2007

So far, Borum will be attending the following fairs in the spring of 2007:

ROADbuild 2007

12-15 March 2007 in Moscow, Russia

STT/ Building Equipment and Technology

12-16 June 2007 in Moscow, Russia

Traffex 2007

17-19 April 2007 in Birmingham, UK

Borum Industri A/S
Hejvangsvej 10
Hadbjerg
DK-8370 Hadsten
Phone +45 87 613 213
Fax +45 87 613 214
www.borum.as



– it's straightforward