



**RETROREFLECTIVE
HOT MELT
THERMOPLASTIC
ROAD MARKING
COMPOUND.**

ABOUT US

Our Company **ALCOLite India Road Safety Private Limited** having its Brand named **ALCOLite ROAD & TRAFFIC SAFETY PRODUCTS** is Indian Leading manufacturer and supplier of Road & Traffic Safety Product and Thermoplastic Road Marking Paint.

ALCOLite India Road Safety Private Limited manufacturing quality Thermoplastic Road Marking material by its brand name **ALCOLite RETROREFLECTIVE HOT MELT THERMOPLASTIC ROAD MARKING COMPOUND** to comply with the following standards & specifications .

- **Ministry of Road Transport And Highways (MORT&H)**
- **Indian Road Congress (IRC)**
- **AASHTO M-249**
- **BS 3262 : Part I : 1989**

MANUFACTURER

We manufacture and supply a full line of durable thermoplastic products in hydrocarbon formulations engineered to meet your specification. We are equipped with complete manufacturing facility and supply to all over India for Road Infrastructure Projects, Road Construction Companies, NHAI, PWD, Municipal Corporation Roads and Railways etc. We are capable of delivering high quality projects on turnkey basis along with timely execution.

Our Company has setup a contemporary infrastructural facility equipped with advanced machinery for carrying out the production procedures effectively. Installed as per required space capacity, and other specifications, these machines aid us in meeting clients requisites expertly by providing finest range of Road Safety Products. The Company operates out of their Corporate Office and Warehouse in New Delhi and has robust dealer and distributor network in All Over India. With the launch of their new Premium Product Line and optimum positioning the company is looking to have a pan India presence in the near future. We have Three Production House, Warehouse and Workshops strategically located in Central and West Delhi & Branch Offices at Lucknow (UP), Raipur (CG), Nagpur (MH).



FOCUS ON QUALITY

Alcolite India Road Safety Private Limited, is ISO 9001 : 2015 Certified. This certification includes all of our corporate and R&D facilities as well as the majority of our manufacturing locations in INDIA. ISO 9001 : 2015 certification demonstrates our ability to consistently provide products and services that meet customer and applicable statutory and regulatory requirements.

Our commitment to this level of certification reflects our desire to enhance customer satisfaction through the effective application of the quality management system, including ongoing processes for improvement

COMPANY CERTIFICATES



THERMOPLASTIC ?

Thermoplastic pavement marking material is a 100% solid compound containing pigments, glass beads, binder, and filler which becomes liquid when heated. In liquid form the thermoplastic may be applied using standard industry applicators including hand-liners and truck mounted equipment. Intermixed and drop-on glass beads provide retro reflectivity for nighttime visibility of the pavement. The Hot applied compound is specially formulated with superior quality imported raw material. This is a synthetic resin based thermosetting material which is having better features comparing to conventional applied cold applied paints. The thermoplastic material consist of 100% solids and it environment – friendly as it is solvent free. Hot melt Thermoplastic Road Marking material is generally regarded as superior and more cost effective than paints marking as it has better durability, reflectivity, visibility and provides less traffic disruption during applications.

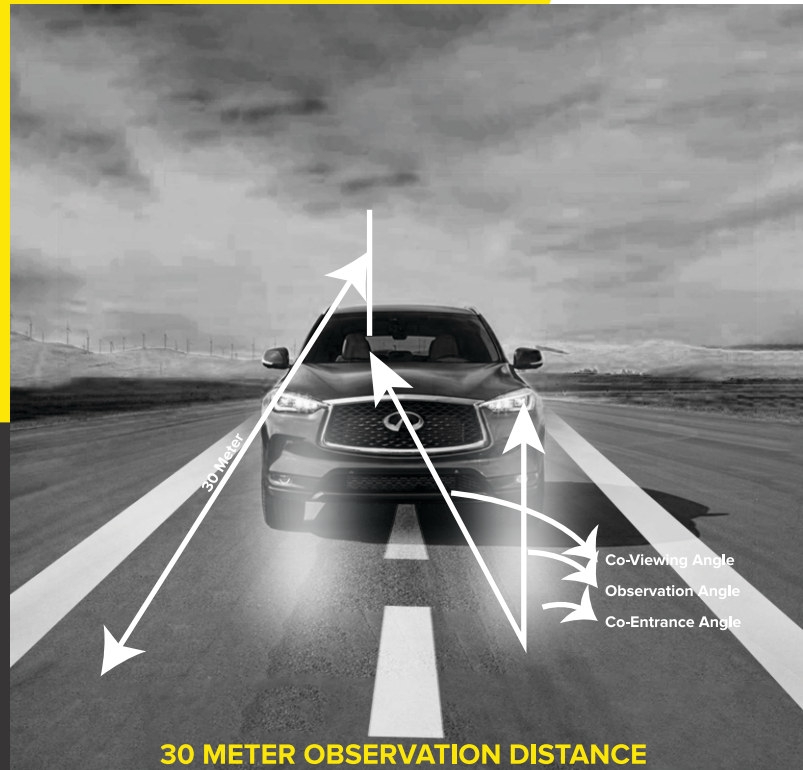
RETRO REFLECTION?

Retro Reflection Occurs When Surface Returns A Large Portion Of Directed Light Beam Back To Its Source. A technology that has contributed significantly to improving the visibility of pavement marking and road signs is retroreflectivity. Many highway signs and pavement markings use special

sign sheeting and pavement marking materials that send a large portion of the light from a car's headlights straight back along the same path from which it came. This is what retroreflection is all about. Retroreflection makes objects shine much brighter than those without the retroreflective surface.

Thermoplastic is a material (Plastic polymer/synthetic resins) that become plastic pliable or molded at a certain temperature and solidifies upon cooling and repeat these process (150°C to 200°C).

Thermoplastic Road Marking provides guidance and information to drivers for disciplined and safe driving and reduces the risk of accidents in night time.



ALCOLITE OPTIMUM

ALCOLITE OPTIMUM Thermoplastic Road marking paint is manufactured in full compliance to MoRTH 803.4 Specification. It is designed to meet the quality of requirement given by Ministry of Road Transport & Highways. Alcolite OPTIMUM Thermoplastic road marking paint is ideal surface marking material that could be used on any kind of road surface to delineate traffic lines. This product is developed for uses on prestigious roads like expressways, elevated roads, black spots, low visibility roads, national highways, state highway & other road projects.



FEATURES

- Conforms to clause 803.4 of “Specification for Road & Bridge Works” issued by the Ministry of Road Transport & Highways (MORT &H)
- Highest Luminance
- Warranted by us as per MoRTH 803.4 Specification
- Designed for tropical Indian conditions
- Excellent wear resistance and adhesion on asphalt roads
- Intermix glass beads offer long lasting retro - reflectivity

Proportion of Constituents of Marking Material (Percentage by Weight)

Components	White	Yellow
Binders	18.0 min	18.0 min
Glass Beads (Intermix)	30	30
Titanium Dioxide	10.0 min	(-)
Calcium Carbonate & Inert Fillers	42.0 max	(-)

TECHNICAL DATA

PROPERTIES	WHITE	
	AS PER MORT & H	ALCOLITE
Luminance	65% Minimum	79% - 82%
Drying Time	Not more than 15 Min.	<10 mins
Skid Resistance	Not less than 45	47
Cracking Resistance	No cracks on concrete blocks	Pass
Softening Point	102°C (+-) 9.5°C	104°C
Yellowness Index	Not more than 0.12	0.09

ALCOLITE OMEGA

ALCOLITE OMEGA Thermoplastic Road marking paint is manufactured in full compliance to British Standards (BS) specifications, 3262 : Part 1/1989. It is designed to meet the quality of requirement given by British Standards (BS). Alcolite OMEGA Thermoplastic road marking paint is ideal surface marking material that could be used on any kind of road surface to delineate traffic lines. This product is developed for uses on prestigious roads like expressways, elevated roads, black spots, low visibility roads, national highways, state highway & other road projects.



FEATURES

- Conforms to the British Standards (BS) specifications, 3262 : Part 1/ 1989
- Highest Luminance.
- Warranted by us as per British Standards (BS) Specifications
- Designed for tropical Indian conditions
- Excellent wear resistance and adhesion on asphalt roads
- Intermix glass beads offer long lasting retro - reflectivity

TECHNICAL DATA

Components	White
Binders	18%
Glass Beads (Intermix)	20%
Aggregate together with Titanium	62%

PROPERTIES	WHITE	
	AS PER MORT & H	ALCOLITE
Luminance	65% Minimum	76% - 78%
Drying Time	Not more than 15 Min.	<10 mins
Skid Resistance	Not less than 45	47
Cracking Resistance	No cracks on concrete blocks	Pass
Softening Point	102°C (+-) 9.5°C	104 °C
Yellowness Index	Not more than 0.12	0.09

ALCOLITE OPTIMARK

ALCOLITE OPTIMARK Thermoplastic Road Marking Paint is ideal surface marking material that could be used on any kind of road surface to delineate traffic lines. This product is developed in such a way that it could be used for purposes like Heavy Traffic Roads, State Highways, Municipal Corporation Roads, National Highways, Airports Authorities of India (Airport Markings), BRO Road Projects. This product can be used for Both Concrete and Bituminous Roads and also comply with BS & MORTH Standards



FEATURES

- Excellent & Long Lasting Whiteness
- Excellent & Long Lasting Night Time Visibility
- Designed for Rural Roads, City Roads, Municipal Roads, State Highways & National Highways (NH)
- Timely Melting (150°C to 200°C).
- Quick-drying
- Eco Friendly

TECHNICAL DATA

PROPERTIES	WHITE	
	AS PER MORT & H	ALCOLITE
Luminance	65% Minimum	74% - 76%
Drying Time	Not more than 15 Min.	<10 mins
Skid Resistance	Not less than 45	47
Cracking Resistance	No cracks on concrete blocks	Pass
Softening Point	102°C (+) 9.5°C	104°C
Yellowness Index	Not more than 0.12	0.09

RETROREFLECTIVE THERMOPLASTIC ROAD MARKING.

ALCOLITE PLUS

ALCOLITE PLUS Thermoplastic Road Marking Paint is ideal surface marking material that could be used on any kind of road surface to delineate traffic lines. This product is developed in such a way that it could be used for purpose like Heavy Traffic Roads, State Highways, Municipal Corporation Roads, National Highways (NHAI). This product can be used for Both Concrete and Bituminuos Roads and also comply BS Standard.

FEATURES

- Excellent Whiteness
- Excellent Night Time Visibility
- Designed for Rural Roads, City Roads, Municipal Roads, State & National Highways (NH)
- Timely Melting (160°C to 200°C).
- Quick-Drying
- Eco Friendly



TECHNICAL DATA

PROPERTIES	WHITE	
	AS PER MORT & H	ALCOLITE
Luminance	65% Minimum	71% - 74%
Drying Time	Not more than 15 Min.	<10 mins
Skid Resistance	Not less than 45	47
Cracking Resistance	No cracks on concrete blocks	Pass
Softening Point	102°C (+-) 9.5°C	104°
Yellowness Index	Not more than 0.12	0.09



ALCOLITE ECO

ALCOLITE ECO Thermoplastic Road Marking Paint is ideal surface marking material that could be used on any kind of road surface to delineate traffic lines. This product is developed in such a way that it could be used for purpose like Rural Roads (City & Villages), PMGSY Roads, Parking Lots, Factories & Industries

FEATURES

- Standard Whiteness
- Standard Night Time Visibility
- Designed for Rural Roads, Parking
- Areas, Factories & Industries
- Timely Melting (150°C to 200°C).
- Quick drying
- Eco Friendly



TECHNICAL DATA

PROPERTIES	WHITE	
	AS PER MORT & H	ALCOLITE
Luminance	65% Minimum	66% - 69%
Drying Time	Not more than 15 Min.	<10 mins
Skid Resistance	Not less than 45	47
Cracking Resistance	No cracks on concrete blocks	Pass
Softening Point	102°C (+) 9.5°C	104°
Yellowness Index	Not more than 0.12	0.09

PRIMER

This is a specially formulated primer that is a fast dry, acrylic resin-based to be applied directly to concrete, asphalt, and other substrates. Once the primer is applied and dry, thermoplastic solid heat-applied traffic paints can be applied over it. The primer forms a good strong deep penetrating base coat to help the top applied thermoplastic top-coat bond-adhere better to the substrate. It also forms a water barrier to protect and prolong the life of the solid thermoplastic traffic paint that is applied as a topcoat.

FEATURES

- Solvent Based Coating
- Caution Flammable
- Quick Drying
- Excellent Adhesion
- Forms a Moisture Barrier
- Application with Brush, Roller or Spray Equipment



GLASS BEADS

High Grade Retro reflective Glass Beads increase the visibility of Road Markings Significantly. This makes driving at night and in wet conditions much safer and Easier. Road marking that contains glass beads are the best visible at night. Retro Reflection of glass beads in road marking is measured in milicandlelux /Sqmtr(mcdlx/M2)

FEATURES

- Drop On Glass Beads
- Spherical in Shape
- Excellent Night Time Visibility
- Suitable for application with Manually or Automatic Screed / Extrusion Machine



Application Guide For Thermoplastic Road Marking Paint :

Following points needs to be adapted in applying Thermoplastic Road Marking Paint on Bituminous Surface :

- Plotting of points on the carriageway for centreline and edge line markings as directed by the Engineer / Consultants.
- Scrubbing of road surface with wire brush to remove dust from road surface.
- Blowing of the removed dust from the surface with air – compressor.
- Pre-marking of centreline / edge line / Kerb line using string and chalk method.
- Simultaneously while the above activities are being carried out, thermoplastic material is heated in oil jacketed pre-heater fitted with hydraulic stirring arrangement. The thermoplastic material in the pre-heater is heated up to 180°C. The temperature is checked using an electronic temperature meter.
- The machine to be used on the project: Hand-Push Machine or Fully Automatic Machine
- The centre lines, pedestrian crossing etc. would be marked by hand-push machine or Fully Automatic Machine in view of the traffic flow on 10 Mtr. Road.
- The molten thermoplastic material is transferred from the pre-heater to the thermoplastic road marking machine.
- Temperature of the material is maintained in the applicator machine.
- The material is screeded out from the machine through the heated shoe at a thickness of 2.5 mm. Drop on glass beads at a quantity of 300 gm/m² [including wastages due to wind pressure] are dispensed on the surface of this screeded thermoplastic marking. The dispensing of glass beads is irrespective of speed due to chain drive mechanism.
- The carriageway with marking completed is opened for traffic after required drying time of application and proper setting of thermoplastic material.
- The pedestrian marking would be done by hand-push manual machine. When the application cannot be done using the machines, approved manual methods shall be used e.g. for Arrows etc.

Following points needs to be adapted in applying Thermoplastic Road Marking on Concrete Surface:

- Plotting of points on the carriageway for centerline and edge line markings as directed by the Engineer / Consultants.
- Marking of centerline / edge line using string and chalk method.
- Manual brushing of road surface with wire brush to remove the dust from the surface. Application of Primer on concrete road surface by Spray Machine or by Brush.
- Start thermoplastic application only after 60 to 90 minutes after application of primer, so that Primer gets dry and set on the Concrete Surface.
- Thermoplastic material is heated in a oil jacketed preheater fitted with hydraulic stirring arrangement. The thermoplastic material in the preheater is heated up to 180°C. The temperature is checked using a electronic temperature meter.
- The molten thermoplastic material is transferred from the preheater to the applicator machine.
- The material is screeded out from the machine through the heated shoe at a thickness of 2.5mm.
- Drop on glass beads at a quantity of 300 gms/m² are sprinkled on the surface of this screeded thermoplastic marking.
- The road marking is opened to traffic after two hours of application and proper setting.

REGISTERED OFFICE

Kh. No. 37/23, Ground Floor, Village
Mundka, New Delhi - 110041

CORPORATE OFFICE

H-14, DSIIDC Industrial Complex,
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FACTORY ADDRESS

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