



# FASTRACK™ Technology

## Get on the fast track to sustainability

Regular road striping is a top priority that keeps drivers safely on track across the country and across a rapidly expanding world. As more people travel on more roads, there is growing interest in striping systems that produce a bright, reflective line while leaving a smaller environmental footprint. Life Cycle Assessment (LCA) is a tool that can help quantifying the environmental footprint of a product.

### More drivers. More roads. More sustainable solutions.

The introduction of FASTRACK™ Quick-Dry Technology in 1990 drove a mainstream shift from solvent-borne to water-borne traffic paint, dramatically reducing the impact of related Volatile Organic Compounds (VOC) emissions on air quality. Today, the

road striping industry has another opportunity for improvement by replacing thermoplastic road markings with high-build traffic paint markings made with FASTRACK™ HD 21A Binder, as demonstrated in Figure 1.

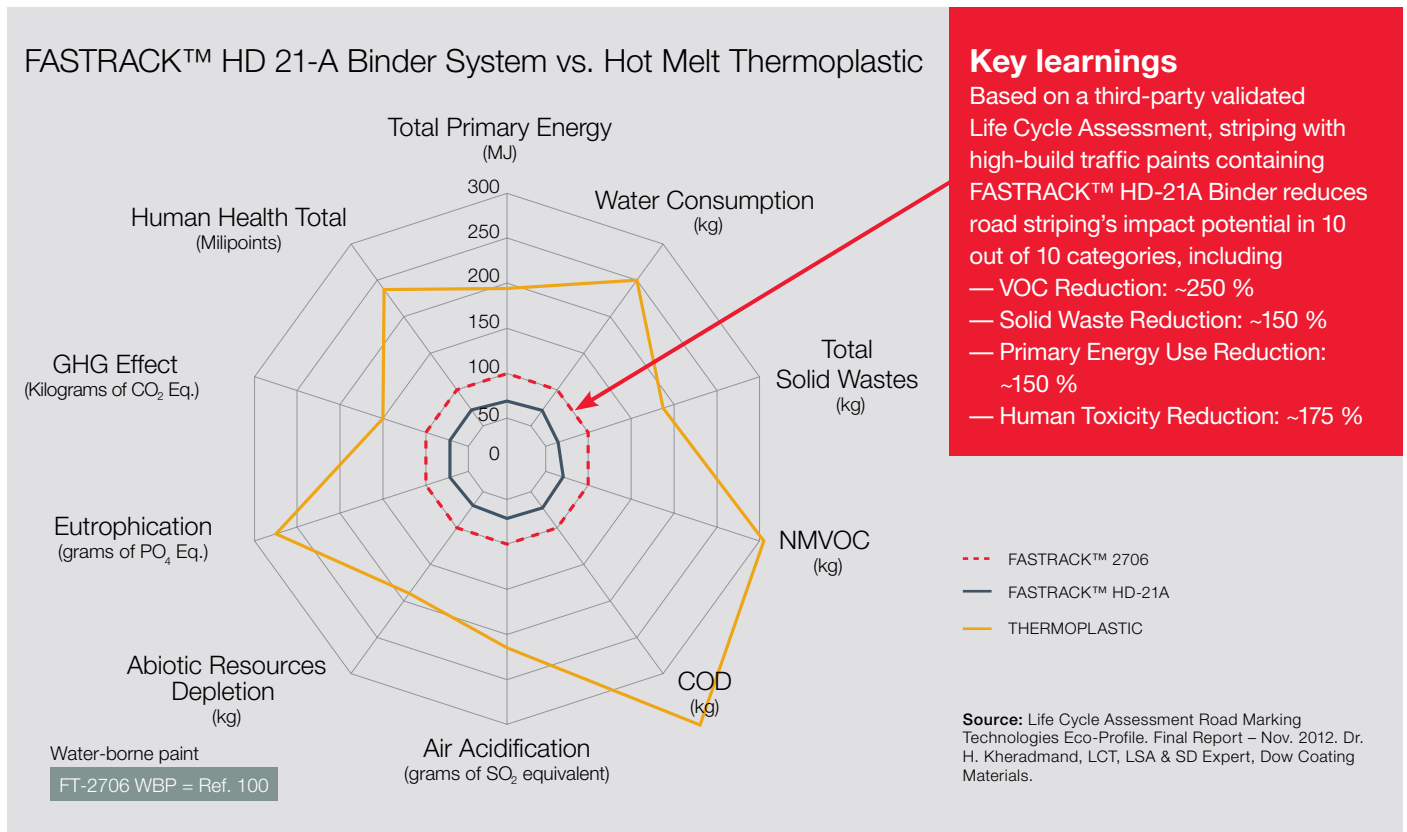


Figure 1. Impact Life Cycle Assessment

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## Road striping life cycles

LCAs track a product or service from raw material sourcing through end-of-life (cradle to grave). They are typically conducted in accordance with recognized standards such as ISO 14040-14044 and validated by an independent third party. Many factors are taken into consideration. In the case of traffic paint, these

would include the raw materials that go into the final paint formulation, as well as how the paint is applied, how it performs and how long it lasts. The results of an LCA help decision-makers choose more sustainable options and assist in the implementation of green procurement programs.

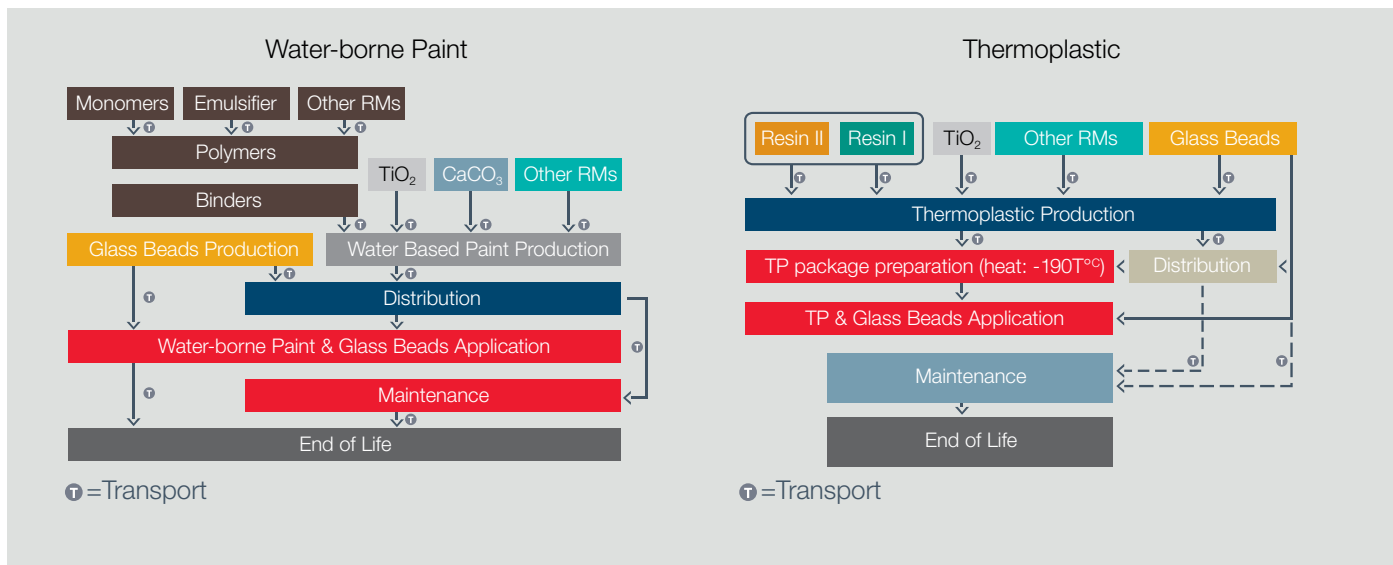


Figure 2. The Life Cycle Assessment of FASTRACK™ HD-21A Binder vs. thermoplastic is based on a cradle-to-grave analysis.

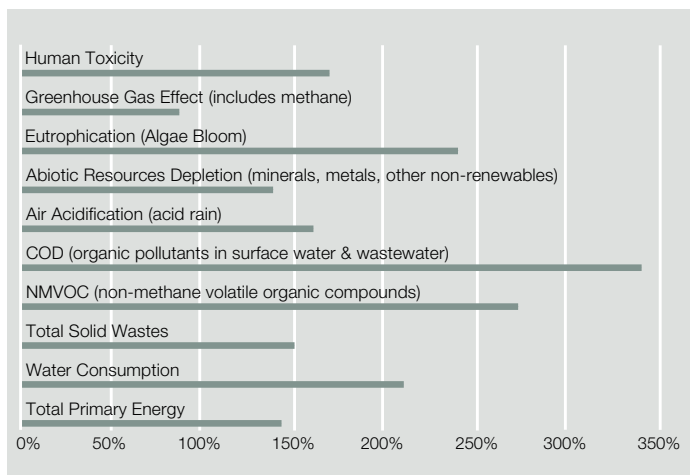


Figure 3. Impact Reduction of FASTRACK HD-21A Binder vs. Hot Melt Thermoplastic

### Potential impact reductions

Dow Coating Materials conducted a Life Cycle Assessment (LCA) to compare the environmental and human health impacts of high-build road striping facilitated by FASTRACK™ HD-21A Water-Borne Binder versus hot melt thermoplastic. The results, validated by an independent third party, demonstrate a substantially smaller impact potential when using FASTRACK™ High-Build Binder Systems versus hot melt thermoplastic, as summarized in Figure 3.

The road to sustainability is an ongoing journey of continuous improvement. With FASTRACK™ Technology for road striping, you can take big steps toward a smaller footprint.

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**Note:** except otherwise expressly specified, the graph and tables presented in this document originate from internal studies conducted by Dow in 2018.

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