

Saving lives by making
our roads brighter.™

Brite-Line (Shanghai) Technology Company Limited

TEL.
86-21-34126691

WEB.
www.brite-line.cn

ADD.
Unit 807, Building MT2, No. 229 Haowen Road, Minhang District, Shanghai, China



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Road Marking Tape Catalog



BRITE-LINE COMPANY PROFILE

Brite-Line®, founded in 1986, is a world-renowned manufacturer of preformed road marking tapes and various high-performance tapes. Its product portfolio includes road marking tapes, electrical tapes, and automotive wire harness tapes, which are well sold in North America, Asia, Europe, and the Middle East markets. Thanks to its excellent quality and service, it has gained a strong reputation in the international market. In recent years, Brite-Line® has become highly popular in European and American markets, continuously increasing its market share for preformed marking tapes on expressways.

To deepen its globalization strategy and implement the "Global + Local" supply chain philosophy, Brite-Line® has obtained 64 patents in 12 countries and established multiple production bases and sales networks worldwide to respond efficiently to market demands. The company uses Shanghai as its global business hub, operates an R&D and manufacturing base in Zhuozhou, Hebei, and has established an international manufacturing center in Thailand. It has also set up sales and logistics centers in Denver, USA; Frankfurt, Germany; Juarez and Monterrey, Mexico; Tangier, Morocco; Serbia; and other locations, building a global supply chain system.

As a specialized manufacturer of preformed road marking tapes with over thirty years of experience, Brite-Line® relies on highly automated production equipment and advanced processes. It gathers an R&D team comprising chemistry doctors, masters, and domestic and international experts, continuously driving product technology iteration and performance upgrades. Brite-Line®'s preformed road marking tape series products have passed the European BAST test with the highest P7 level certification and comply with the Chinese National Standard GB/T 24717-2009, with all performance indicators meeting advanced international standards. The products are characterized by ultra-high reflectivity, environmental safety, and easy installation. They are widely used on roads, airports, tourist attractions, and in intelligent transportation systems. They have been successfully applied in numerous key domestic and international projects, including many important highways in Europe and America, key road sections in Bangkok, Thailand, special lanes for the Beijing 2022 Olympic Winter Games and the 19th Hangzhou Asian Games, as well as widening projects for expressways such as Jianghe, Guangzhou-Macau, Zhongjiang, and Harbin Airport Expressway. Brite-Line (Shanghai) Technology Company Limited is also the first production enterprise in China to pass the BAST test for marking tapes, demonstrating its leading technological position in the industry.

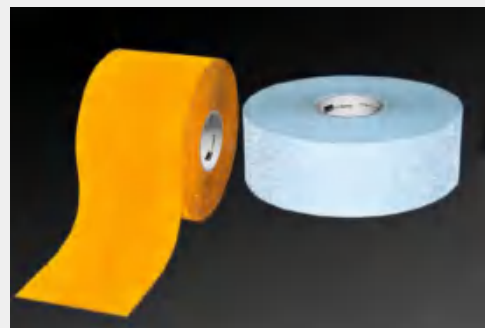
ABOUT PRODUCTS

The preformed marking tape of Brite-Line® Technology is pre-formed by synthetic rubber as base material with backing adhesive marking—**updating and iteration of road marking product**. It is applicable for bituminous and cement pavements, etc. This tape is coated with glass beads, which are reflective when illuminated by the headlight. **The product has high retro-reflection coefficient, especially on dark raining days or at night.**

The preformed marking tape has become a mainstream choice for highway application in Europe and America due to its performance advantages, such as safety, environment friendly, high reflectivity and easy application, etc.

Brite-Line® Technology becomes **very popular in Europe and America in recent years and has gained an increasing market share in respect of preformed marking tape for highway application, i.e. about 10% in 2020.**

We provide customized general marking, word, symbol and pattern, etc. based on customer's requirements. The product is widely used by highway, city road, dock, airport, petrol station, toll station, parking lot, school, gym and reconstruction& expansion projects, etc.



Brite-Line® Technology rebuilds road markings to guarantee road safety everyday





MAIN ADVANTAGES

Saving lives by making our road brighter

1

High reflectivity

The retro-reflection coefficient of our high end product is over 1000 due to its patented formula, which is 2 times than that of the traditional marking. It is weather-resistant and durable with average service life of 5 years in Europe and America.

2

Easy Installation and Removal

The product features a unique patented pressure-sensitive adhesive system, requiring no heating or dissolution during application. It is simple to install and can be opened to traffic immediately (achieving a maximum application speed of up to 10 km per day with professional equipment). Removal is also easy and does not damage the pavement, significantly reducing road closure time.

3

Safety and environmental protection

The product contains no heavy metal and causes no pollution to the soil and underground water; it will not produce large amount of carbon dioxide, dust and noise during application and removal compared with the traditional one, which is greener; the self-cleaning function of the product saves cleaning and maintenance time.

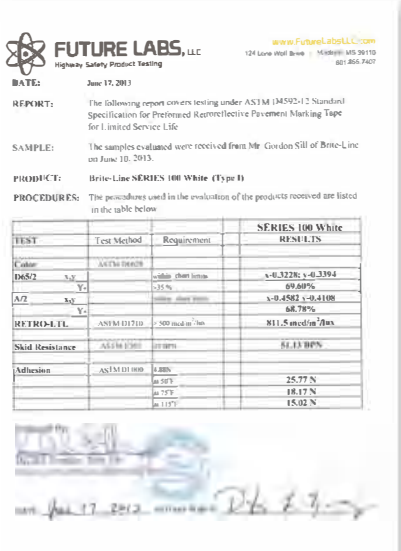
4

Customized

With professional design capacity, we meet customer's requirements concerning pattern, logo and word, etc. The pre-forming process largely reduces field design and application time and difficulty. The specific products boast good performances, including water resistance, alkali resistance, skid resistance, anti-friction and compression resistance, etc.



CERTIFICATE OF QUALITY

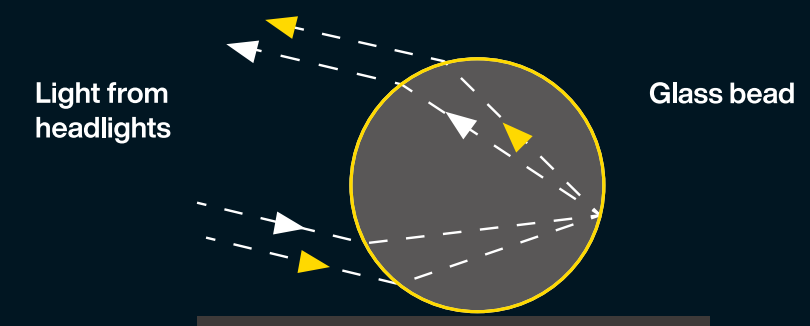


The preformed marking tape produced by Brite-Line (Shanghai) Technology Company Limited has passed the tests of State Traffic Safety Facilities Quality Supervision and Inspection Center and American Future Labs, and is **the first in China to pass Europe BAST Test**. All the performances and indexes comply with domestic and foreign standards.

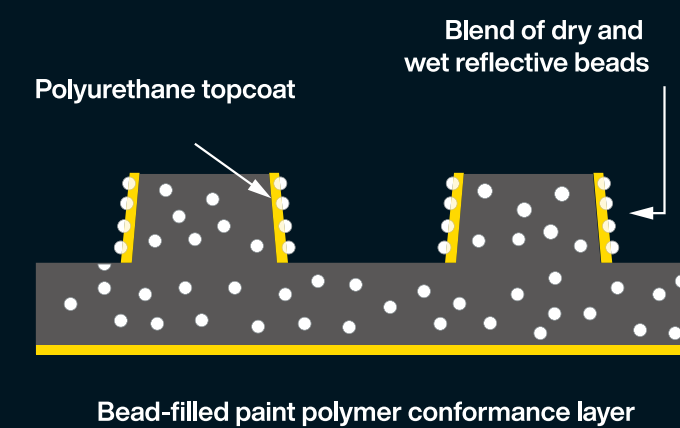
PRODUCT'S FEATURES



Reflection technology schematic diagram



Rubber material decomposition diagram



COMPARISON BETWEEN PREFORMED MARKING TAPE AND OTHER MARKING

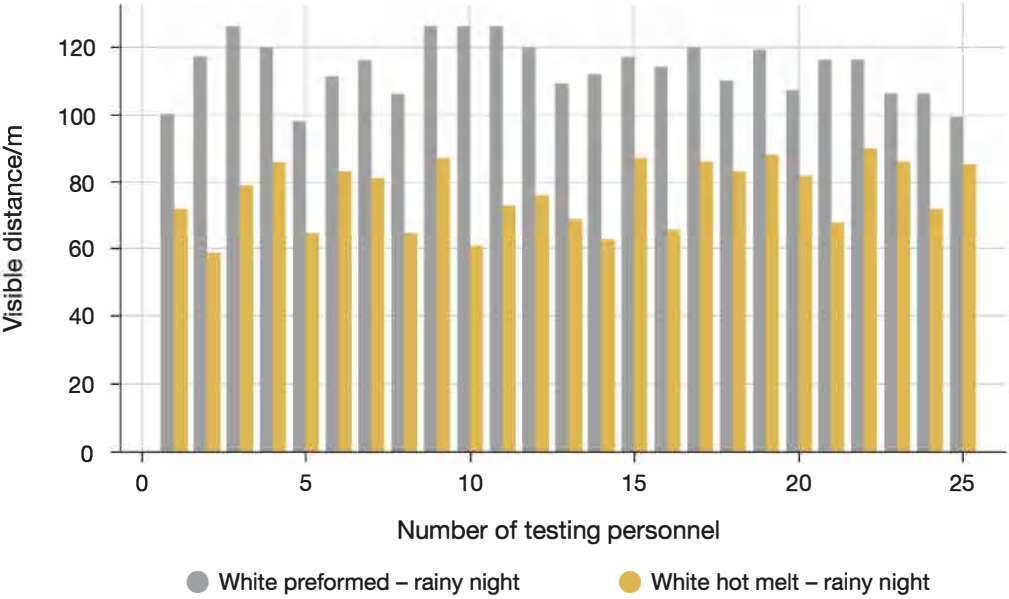


Removal method comparison of road marking		
Marking type	Principles of removal method	Features and limitations
Hot melt marking	Mechanical removal	Low efficiency, damage to road surface, large noise and much dust
	Chemical removal	Harmful to human and environment by solvent volatilization
	High pressure water washing	Low efficiency, high field water consumption, waste of water source
	Altering	Unsatisfactory result, marking thickening
Preformed marking	Destroy adhesive layer of the tape	High efficiency with no limitations

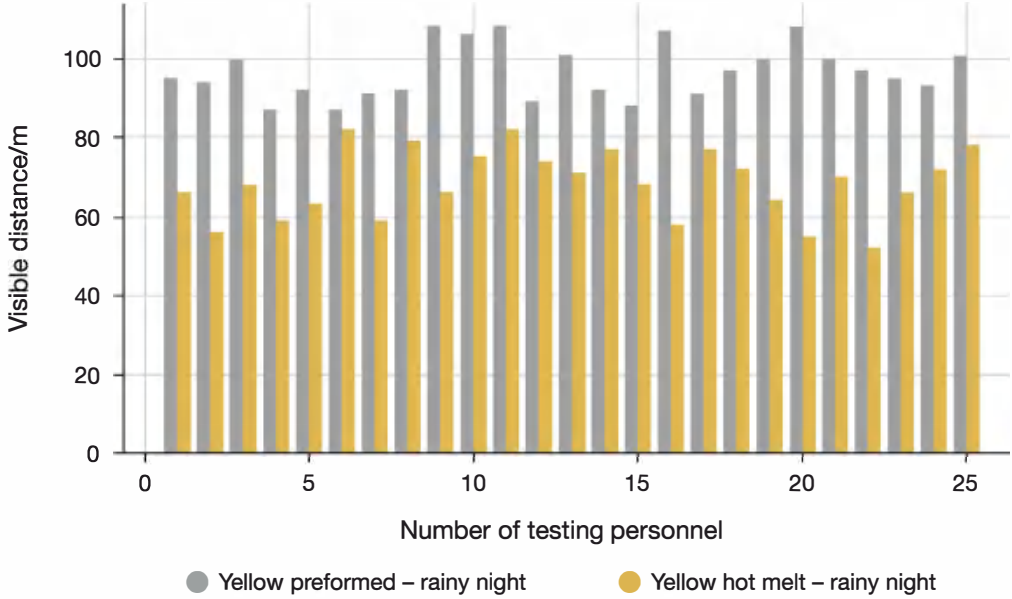
Retro-reflection coefficient comparison between product of Brite-Line® Technology and other similar product		
	Thickness (mm)	Retro-reflection coefficient (cd/lx/m2)
Other manufacturer	1.6-1.7	150
Brite-Line product	1.4-1.5	350

Heavy metal comparison between product of Brite-Line® Technology and other similar product						
	Hg	Cd	As	Pd	Sd	Cr
Other manufacturer	8.0	0	174.3	1177.8	91.7	0
Brite-Line product	0	0	0	0	0	0

Visible distance comparison of white preformed marking (Brite-Line®Technology) and white hot melt marking (other manufacturer) at rainy night



Visible distance comparison of yellow preformed marking (Brite-Line® Technology) and yellow hot melt marking (other manufacturer) at rainy night



APPLICATIONS

Collection of important highway applications in Europe and America

Brite-Line® Technology has gained about 10% market share in preformed marking tape on highway applications in Europe and America in 2020. The products are used in many major highways in America and Europe.

The preformed marking tape series of Brite-Line® Technology is used by highway 108 in Ennesburg, Vermont, America.

▼ The preformed marking tape series of Brite-Line® Technology is used in Vermont, America.



▶ PL10000 durable profiled marking tape (raised) is used by Interstate 5 starting from San Diego, California, which is a main north-south transportation corridor in America

APPLICATIONS

Collection of important highway applications in Europe and America

Products of Brite-Line® Technology are used by highways of different levels in Texas, California, New Jersey, Virginia, New York, Vermont, Illinois, Maine, Michigan, Georgia and Maryland, etc. The products are also used by Germany and other areas in Europe.

Preformed marking tape series of Brite-Line® Technology is ▶ used by Bad Camberg highway A3 in Germany.

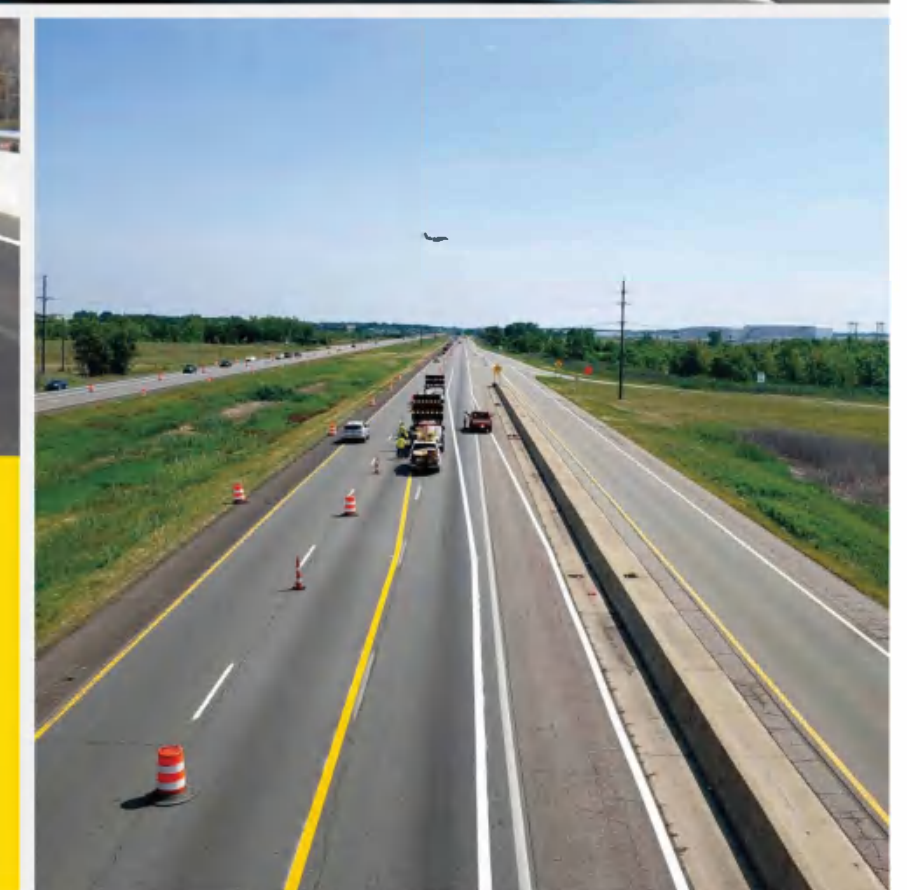
- ▼ PL10000 durable profiled marking tape (raised) series of Brite-Line® Technology is used in Salisbury, Maryland, America.



- ▲ PL10000 durable profiled marking tape (raised) series of Brite-Line® Technology is used by toll highway in Maine, America.

PL10000 durable profiled marking tape (raised) ▶ series of Brite-Line® Technology is used in Detroit, Michigan, America.

- ◀ Preformed marking tape series of Brite-Line® Technology is used in Salt Lake City, Utah, America.



APPLICATIONS

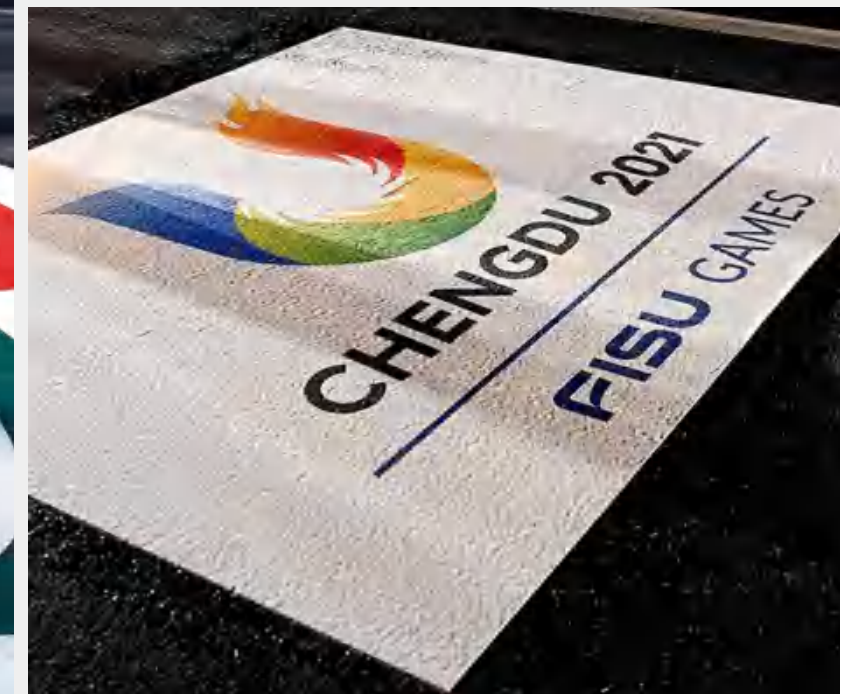
Special lanes for Olympic Games

Standing out by advantages as high performance, low carbon, and environment friendly, etc., **Brite-Line® Technology** successfully undertook sign and mark paving for special lanes in Yanqing Olympic Zone and Zhangjiakou (Hebei Province) Olympic Zone of the Olympic Winter Games Beijing 2022. The products show excellent reflectivity, green and environment friendly performances after **being tested at -15°C on the state highways with larger traffic.**



Special lane paving for Universiad

▼ Brite-Line® Technology undertook mark paving on special lanes for the 31st Summer Universiad. We ensure high reflectivity, easy construction, safety and environment friendly of the emblem products in a more durable manner based on outstanding firmness of the tapes. We provided high quality products with large quantity in a short time for this large sport event depending on our latest process.



Special lane for the Asian Games

◀ Requested by the organizing committee of the "19th Asian Games Hangzhou 2022", Brite-Line® Technology participated in mark paving on test section of the special lane in preparatory period. We presented the unique gradient color of the emblem in its original style with our latest "copying" technology.

APPLICATIONS

Demonstration area paving for high level automatic driving in Beijing

Application in demonstration area of high level automatic driving in Beijing Yizhuang Economic and Technological Development zone indicates **the preformed marking tapes of Brite-Line® Technology formally step into high level automatic driving field**, providing a reference for domestic study on automatic driving, cooperative vehicle infrastructure and intelligent highway, etc.



APPLICATIONS

Binjiang walkway paving in Songjiang District, Shanghai

The project is located along Tongbo Tang from Ledu Road to Songhui Road in Songjiang District, Shanghai. The white marking along two sides of the walkway adopts the product of Brite-Line® Technology, **which is the first green way using preformed marking tape in Shanghai.**



▲ Brite-Line® Technology undertook pavement marking project in SHUIMODANXIA Tourist Attraction in Lanzhou. We take landscape features as chief source to make signs corresponding to the scenery.

◀ Emblem of Nanjing Asian Youth Games

Paving for tourist attraction and major sport events

Durable Profiled Pavement Marking Tape

Product model: PL10000

Product introduction: PL10000 durable profiled pavement marking tape is pre-formed by unique process with excellent traffic control ability and perfect stereoscopic reflection; it adopts high quality coating with highly reflective beads coated on the top of the pattern. The tape also has good anti-friction ability. The vehicle may experience rhythmic vibrating when driving on the tape. The bottom adhesive layer has strong cohesive force and good weather resistance.

Product features: high reflectivity and anti-skid performance at night; rhythmic vibration; strong weather resistance; quick application and easy removal; omnibearing stereoscopic reflection.

Application scope: reconstruction and expansion of various roads

Performance and indexes:

Nature	Typical value		Unit	Test method
	PL 10001	PL 10002		
Color	White	Yellow	□	□
Thickness	2	2	mm	GB/T 7125
Retro-reflection coefficient	500	300	mcd/m ² /lux	GB/T 24717-2009
Water resistance	Pass	Pass	□	GB/T 24717-2009
Alkali resistance	Pass	Pass	□	GB/T 24717-2009
Anti-friction	30	30	mg	GB/T 24717-2009
Adhesion	20	20	N/25mm	GB/T 24717-2009

Regular specification: Standard length: 50m
Standard width: 10cm, 15cm, 20cm,
or according to customer's requirements
Available color: white, yellow

Application methods: inlay and overlay; coated with P1502 contact primer. 1kg contact primer for 3-5m² road tape application on new roads; actual amount depends on the road situation. Refer to the application instructions.

Shelf life: 24 months at room temperature



Dear user, please note that all the above data and information is based on the Brite-line[®] test result, the user shall determine the suitability of the product for its intended use.

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Temporary Preformed Pavement Marking Tape

Product model: PL4000

Product introduction: PL4000 preformed marking tape is pre-formed by unique process. It is a temporary pavement marking tape taking rubber as base material. It enjoys features as high reflectivity, quick application and easy removal, etc., which is applicable for reconstruction and expansion of various roads.

Product features: good reflectivity; good flexibility; quick application; easy removal.

Application scope: reconstruction and expansion of various roads

Performance and indexes:

Nature	Typical value		Unit	Test method
	PL 4001	PL 4002		
Color	White	Yellow	□	□
Thickness	0.9	0.9	mm	GB/T 7125
Retro-reflection coefficient	250	175	mcd/m ² /lux	GB/T 24717
Water resistance	Pass	Pass	□	GB/T 24717
Alkali resistance	Pass	Pass	□	GB/T 24717
Anti-friction	30	30	mg	GB/T 24717
Adhesion	12	12	N/25mm	GB/T 24717
Skid resistance	45	45	BPN	GB/T 24717

Regular specification: Standard length: 50m, 100m
Standard width: 10cm, 15cm or
according to customer's requirements
Available color: white, yellow, orange

Application methods: inlay and overlay; coated with P1502 contact primer. 1kg contact primer for 3-5m² road tape application on new roads; actual amount depends on the road situation. Refer to the application instructions.

Shelf life: 24 months at room temperature



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Reflective Preformed Pavement Marking Tape

Product model: PL5000

Product introduction: PL5000 preformed pavement marking tape is pre-formed by synthetic rubber with good flexibility and tensile strength. This tape is coated with reflective glass beads which have good reflectivity at night. It has a strong anti-friction ability with high performance coatings on the top. The strong and weather resistant adhesive layer at bottom part makes the tape firmly stick on the roads. This kind of new road marking has better reflective performance than traditional one and is easy for application.

Product features: good reflectivity; good flexibility; strong weather resistance; easy application; it can be pre-formed into various markings, arrows, words, patterns, colorful signs and stereoscopic signs, etc.

Application scope: park, scenic spot, factory area, school, hospital, airport and other sites with little traffic.

Performance and indexes:

Nature	Typical value		Unit	Test method
	PL 5001	PL 5002		
Color	White	Yellow	□	□
Thickness	1.3	1.3	mm	GB/T 7125
Retro-reflection coefficient	250	175	mcd/m²/lux	GB/T 24717
Water resistance	Pass	Pass	□	GB/T 24717
Alkali resistance	Pass	Pass	□	GB/T 24717
Anti-friction	30	30	mg	GB/T 24717
Adhesion	16	16	N/25mm	GB/T 24717
Skid resistance	45	45	BPN	GB/T 24717

Regular specification: Standard length: 50m, 100m
Standard width: 10cm, 15cm, 20cm, 40cm, 45cm;
or according to customer's requirements
Available color: white, yellow

Application methods: inlay and overlay; coated with P1502 contact primer. 1kg contact primer for 3-5m² road tape application on new roads; actual amount depends on the road situation. Refer to the application instructions.

Shelf life: 24 months at room temperature

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Non-reflective Temporary Pavement Marking Tape

Product model: PL5010

Product introduction: PL5010 preformed pavement marking tape is pre-formed by synthetic rubber with good flexibility and tensile strength. This tape is coated with high performance coating without glass beads. It has excellent self-cleaning ability and is non-sticking to dust and mud. The strong and weather resistant adhesive layer at bottom part makes the tape firmly stick on the roads.

Product features: no glass beads on product surface, flat and easy for cleaning, good self-cleaning ability; good flexibility; strong weather resistance and easy application. It can be pre-formed into various markings, arrows, words, patterns, colorful signs and stereoscopic signs, etc.

Application scope: park, scenic spot, factory area, school, hospital, airport and other sites with little traffic.

Performance and indexes:

Nature	Typical value		Unit	Test method
	PL 5011	PL 5012		
Color	White	Yellow	□	□
Thickness	0.8	0.8	mm	GB/T 7125
Water resistance	Pass	Pass	□	GB/T 24717
Alkali resistance	Pass	Pass	□	GB/T 24717
Anti-friction	20	20	mg	GB/T 24717
Adhesion	16	16	N/25mm	GB/T 24717

Regular specification: Standard length: 50m, 100mm
Standard width: 5cm, 10cm, 15cm, 20cm,
according to customer's requirements
Available color: white, yellow
With liner

Application methods: inlay and overlay; coated with P1502 contact primer. 1kg contact primer for 3-5m² road tape application on new roads; actual amount depends on the road situation. Refer to the application instructions.

Shelf life: 24 months at room temperature

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Customized Preformed Pavement Marking Tape (Pattern)

Product model: PL5000

Product introduction: customized preformed pavement marking tape of PL5000 series is pre-made by synthetic rubber with good flexibility and tensile strength; this tape is coated with reflective glass beads which have good reflection at night. It also uses high performance coating with excellent anti-friction ability. The strong and weather resistant adhesive layer at bottom part makes the tape firmly stick on the roads. This kind of new road marking has better reflective performance than traditional one and is easy for application.

Product features: good reflectivity; good flexibility; strong weather resistance; easy application; it can be pre-formed into various markings, arrows, words, patterns, colorful signs and stereoscopic signs, etc.

Application scope: pavement marking patterns for large competition, big event, scenic spot and tourism propaganda, etc.

Performance and indexes:

Nature	Typical value	Unit	Test method
Thickness	1.3	mm	GB/T 7125
Retro-reflection coefficient	250	mcd/m²/lux	GB/T 24717
Water resistanc	Pass	□	GB/T 24717
Alkali resistance	Pass	□	GB/T 24717
Anti-friction	30	mg	GB/T 24717
Adhesion	16	N/25mm	GB/T 24717
Skid resistance	45	BPN	GB/T 24717

Regular specification: length, width and color can be customized according to customer's requirements

Application methods: inlay and overlay; coated with P1502 contact primer. 1kg contact primer for 3-5m² road tape application on new roads; actual amount depends on the road situation. Refer to the application instructions

Shelf life: 24 months at room temperature



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