

SNOLINE NEWSLETTER



FIRST X-TENSION INSTALLATION IN CROATIA

The Novigrad Interchange is one of the four biggest interchanges in the Republic of Croatia, and it is essential for the area of the Karlovačka County and the traffic ties of Croatia and Slovenia, that is, the European Union on the one hand and the Croatian coastal area and Bosnia and Herzegovina on the other.

Signalinea d.o.o. our excellent distributor in Croatia, was able to install the first X-Tension end terminal on this fundamental road near Karlovac.

Hopefully we will see more of those devices on Croatia roads. Good job!



SNOLINE REPLACES COMPETITION IN SWITZERLAND

Switzerland is a country very attentive to safety on roads, and even if it is very small, competition is high. Our distributor of the German District, Inglin Bau & Handel GmbH, Snoline distributor since more than 10 years, after entering the market and competing strongly with our biggest competitors, Quadgard (Energy Absorption) and Vecustop (SPS Schutzplanken), has finally succeeded in beating the competition by replacing their systems, with our TAU and WALT.

"In my sales territory there are few locations where crush cushion can be placed, because there are already a lot on the road. So I focused my business almost on repair and maintenance of the existing systems." says the owner, Marcel Inglin. "Thanks to my long experience, I can convince the customers of the benefits of the TAU family and WALT and promote the replacement of the existing systems. My selling point is: Other systems are ok, but our system is better, and it is time to make a step forward."

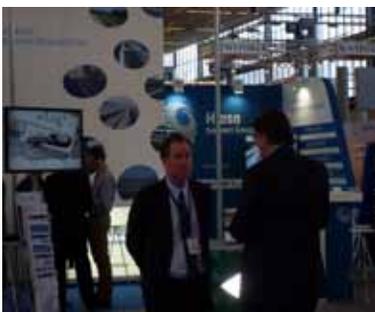


LINDSAY TRANSPORTATION SOLUTION ATTENDS TO INTERTRAFFIC AMSTERDAM 2012

Intertraffic Amsterdam is for sure the most popular trade show in road traffic technologies. Players from every facet of the road and traffic industry, from all over the world, have attended to this exhibition.

This year Lindsay Transportation Solution decided to introduce itself with its brands BSI, Railroad Products and Snoline.

Everything was new from the layout to the business cards and everybody could perceive the new united trend of the company, that will compete together around the world against the big groups that are now constituting the competitors.



Steve Cotariu - President of Infrastructure Business at Lindsay Corporation



LTS Booth

Even if this year has been a difficult year, characterized by the economic crisis around the world, the exhibition was a success, for the visitors, distributors, customers and new contacts, for the new products introduced in the booth (Tempoline EWR - the embedded road marking tape, XTENUator- the sacrificial crash cushion, ORION - the portable steel barrier, and ARMORZONE - the portable water filled barrier) and for the group too.

SNOLINE PRESENTS NEW PROFILED TEMPOLINE EWR

Road marking sector is currently asking for more efficient marking systems, with an higher retroreflectivity. Heavier road usage and extreme weather events are now the new road conditions to face. Road Authorities are calling for solutions that provide better retroreflectivity, in order to guarantee visibility and safety.



Snoline keeps always its ears wide open to answer quickly to changing market needs, and to react to the challenge of greater retroreflectivity and higher durability, Snoline has designed the new profiled tape **Tempoline EWR**.

During wet weather conditions a film of water builds up on traditional Type I road markings, which reduces retroreflection and, therefore, visibility. To fight this problem Type II profiled Tempoline EWR with its dot structure guarantees superior visibility and reflection, particularly during night time or wet conditions.

TEMPOLINE EWR was tested and approved by BAST with excellent results. Detailed documentation on demand.

NEW EXPORT MANAGER FOR ROAD SAFETY PRODUCTS IN SNOLINE

Snoline is pleased to announce that Davide Riccobono has joined Snoline team as Export Manager for Safety Products based in Milan offices.

In his new role, he will have sales and marketing responsibility for all SAFETY Products Range over the Europe.

Davide's previous experience at Tubosider (Italian safety barrier manufacturer), as Area Manager for Africa and Middle East markets, will be essential for developing new markets. His strong background both commercial and technical, are very important and it will allow Snoline to continue to grow in Europe and increase both our presence and market share.



ALBERTO PEDRONI BECOMES GENERAL MANAGER EUROPE AND MIDDLE EAST OF LINDSAY TRANSPORTATION SOLUTION

Snoline is pleased to announce that Alberto Pedroni has been appointed General Manager, Lindsay Transportation Solutions (LTS) Europe and Middle East, effective September 1, 2012. In this newly created role, Alberto will be responsible for the day-to-day activities of our LTS activities in the region and will have expanded responsibilities for the Snoline Operations and the Middle East region.



Alberto joined Snoline as Director of Sales in December 2010 and has been a key contributor in the business growth during last two years.

Congratulation to Alberto!