Hersan™ USA

ROAD SAFETY TECHNOLOGY

ROAD MARKING EXPERTS

PRODUCT CATALOG

Quality • Research • Innovation • Technology

Hersan™ USA
ROAD SAFETY TECHNOLOGY

WHO WE ARE

Our products are characterized by their high quality design and precise manufacturing.

With more than 60 years of experience and numerous projects in North and South America, Hersan is positioned to be a global market leader in road safety markers.

Our experience allows us to offer the best support to our clients from initial project conception to installation. We assist clients with designing a safe and economical solution to road safety. By working together, we guarantee the success of your project.

PRESENCE

Our quality has transcended borders. Hersan products are found **18 in countries** of the North and South American continent and soon in Europe. Our relationships with different transport authorities allow us to be at the forefront of product design to ensure the safest roads.

Hersan products meet international specifications and standards and therefore can be used around the world, this is the reason why it is easy to find our products in your pleasure or business travels.

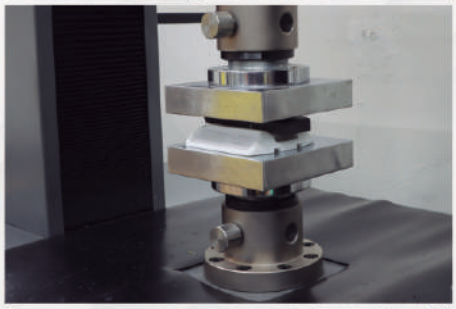
OUR PEOPLE

The success of our company is thanks to the best human capital. The experience of our people and our culture of quality ensure the best products for our customers.

QUALITY & INNOVATION LAB

We are proud to have a one-of-a-kind laboratory, using high-precision technology and advanced equipment to test our products based on compliance with international standards.

Our main commitment is to offer our customers the highest quality products and we supervise our entire production process:



01. Material testing: In order to offer high quality products, high quality materials need to be used. All raw materials are tested in our laboratory and materials that do not meet our quality standards are rejected.

02. Performance and production progress: We control the progress of the materials with special containers and special technology to protect them from contaminants in the production environment.

03. Sample review during the manufacturing process: During the manufacturing process, we verify that the products perform as expected in real-time.

04. Final stage: Before storage, the final status of the product is tested to comply with our quality standards. Upon verification, the product is packed and is ready to be delivered to our customers.

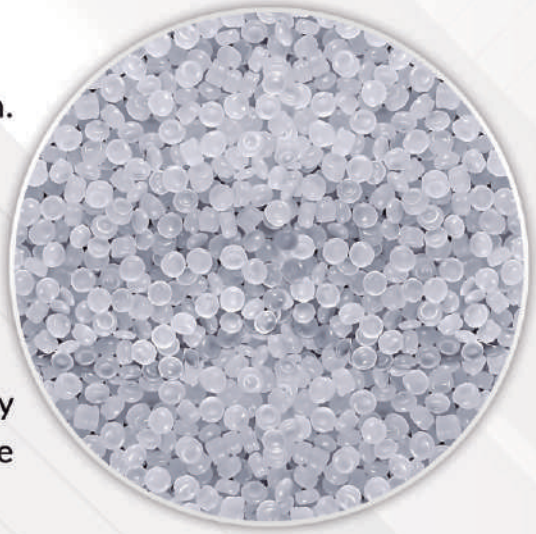
We have different software that allow us to register and control the production process, providing a total traceability of our products for better control and more confidence to our customers.

OUR RESPONSIBILITY

With the implementation of innovative production technology, Hersan is focused on being on the forefront of global production standards. Our processes set new standards in efficient resources utilization as well as measurable and tangible environment relief.

Hersan™ bio
HI-TECH IN PLASTICS.
SUSTAINABLE ROAD SAFETY

MATERIALS



We use engineering grade plastics to provide extreme strength. The plastics we use to manufacture our products are:

- HDPE - **HIGH DENSITY POLYETHYLENE**
- ABS - **ACRYLONITRILE BUTADIENE STYRENE**
- PC - **POLYCARBONATE**

All of them of the highest quality and complying with our quality process to verify that the raw material meets the standards we need to offer a product of excellent performance.

ADDITIVES

PIGMENTS: With a high quality raw material, it is necessary to integrate to the plastic the required color in a specific parameter, where we can meet the standards required for a road marking product.

UV PROTECTOR: What most affects any product outdoors is the sun, high or low temperatures, rain, etc., for this reason we add protective additives that allow us to "**shield**" our products for a longer period of time and for the durability of the color.

MACHINERY AND EQUIPMENT

We have the best brands and latest generation equipment for plastic injection and we are always innovating in the automation of our production process with the inclusion of robots that help us to make the fabrication of our products more efficient. We have information in the cloud and we are within the industry 4.0, which allows us to make decisions in real time, have traceability in our parts and analyze options for continuous improvement.

WHAT ARE ROAD MARKING DEVICES?

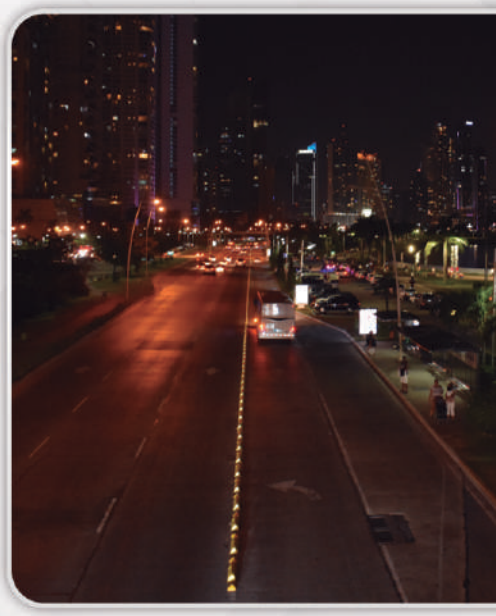
Are all those elements that help us to guide us and alert us of any situation on the road. These devices perform several functions and are designed particularly for each objective and we can find them practically from the moment we start our daily journey. They can be, for example, traffic lights, vertical signs, speed bumps, speed bumps, reflective markers, parking stops, the paint that delimits the lanes of the road, preventive signs for construction sites, and others.

The primary function of all road marking devices is to provide road safety and reduce, in some way, the high rate of accidents and fatalities due to this cause that exist worldwide.

WHAT IS REFLECTIVITY IN ROAD MARKING DEVICES AND WHY IS IT SO IMPORTANT?

Retroreflectivity, or reflection, is an optical phenomenon in which reflected rays of light are preferentially returned in directions close to the opposite of the direction from which the rays came.

This optical phenomenon is important because the road signaling devices must be easily recognizable for road users, especially in critical conditions of low visibility such as at night or in the rain, so that a road element with high reflectivity will be a better support and will increase the chances of transit without any accident resulting from these conditions.



ESSENTIAL FEATURES OF A ROAD SAFETY DEVICES

- Easy to see and easy to understand.
- Clearly defined colors to communicate the right message.
- Visible at the appropriate distance.
- High reflectivity for support in difficult conditions.
- Not aggressive or dangerous for the road users.
- Meets international standards.
- Differentiators to extend its useful life.
- High strength and performance.

OUR PURPOSE: ROAD SAFETY

In September 2020, the UN General Assembly adopted resolution "Improving global road safety", proclaiming the Decade of Action for Road Safety 2021-2030, with the ambitious target of preventing at least 50% of road traffic deaths and injuries by 2030.

The Global Plan aligns with the Stockholm Declaration, by emphasizing the importance of a holistic approach to road safety, and calling on continued improvements in the design of roads and vehicles; enhancement of laws and law enforcement; and provision of timely, life-saving emergency care for the injured. The Global Plan also reflects the Stockholm Declaration's promotion of policies to promote walking, cycling and using public transport as inherently healthy and environmentally sound modes of transport.

This new Decade of Action provides an **opportunity for harnessing the successes and lessons of previous years and building upon them to save more lives.**

MORE INFO

World Health Organization

In **Hersan USA** we attend to this plan of action and we offer different ideas and solutions with products that contribute to the **"What to do?"** section:

- We provide protection and develop projects for multimodal transportation.
- We support with safe road infrastructure and appropriate road traffic signs.
- We offer solutions for the safe use of roads.

NHTSA

U.S. Department of Transportation

NATIONAL ROADWAY SAFETY STRATEGY

As the nation grapples with rise in traffic fatalities, new strategy outlines steps for the U.S. Department of Transportation and calls on stakeholders from across sectors to take action to address this urgent crisis.

MORE INFO

MORE INFO

Toward Zero Deaths®

National Strategy on Highway Safety

EMPHASIS AREAS

- SAFER DRIVERS AND PASSENGERS
- SAFER VULNERABLE USERS
- SAFER VEHICLES
- SAFER INFRASTRUCTURE
- ENHANCED EMERGENCY MEDICAL SERVICES
- IMPROVED SAFETY MANAGEMENT

WHAT IS THE TOWARD ZERO DEATHS (TZD)NATIONAL STRATEGY?

One person dies every 16 minutes in a traffic crash in the United States. Over the course of a lifetime, nearly every U.S. resident is touched by consequences of traffic crashes. The Toward Zero Deaths (TZD) National Strategy is the highway safety vision for the United States. It is the only acceptable target for our nation, our families and us as individuals.

Led by the TZD Steering Committee, the TZD National Strategy on Highway Safety provides a platform of consistency for state agencies, private industry, national organizations and others to develop safety plans that prioritize traffic safety culture and promote the national TZD vision.

nsc National Safety Council

ROAD TO ZERO: A PLAN TO ELIMINATE ROADWAY DEATHS

This is why it is important to have high quality and efficient road signs that are a valuable support on the roads.

MORE INFO

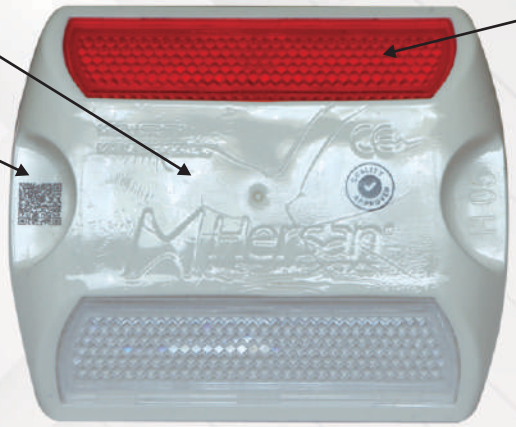
OUR PRODUCTS

Hersan™ USA
ROAD SAFETY TECHNOLOGY

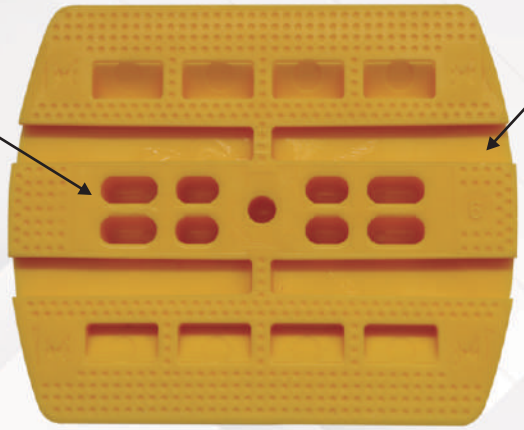
RAISED
PAVEMENT MARKER

UV ECO

- ABS Body
- QR code on all rpm's with performance and traceability information.
- You can have the product info at your fingertips by scanning the QR code.

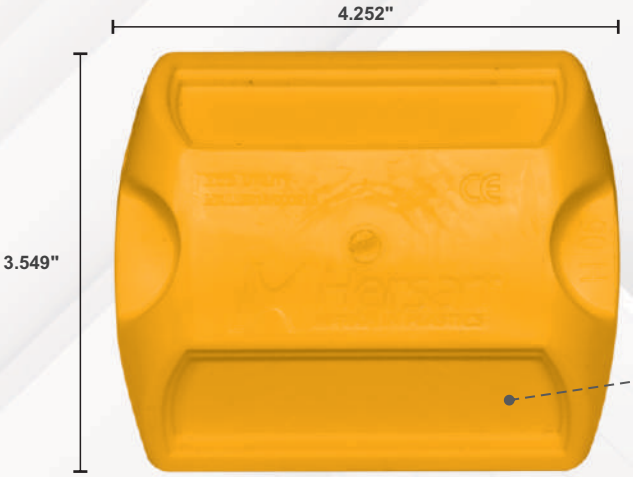


- HERSAN polycarbonate lenses are highly reflective and feature corner cube technology.
- Stronger lens, less breakage.
- Bigger spaces for fastening the RPM.



- Exclusive design at the base of the RPM based on dynamic tensors that distribute the energy that impacts it; making it more resilient.
- Reinforcing jackets to keep the RPM oriented in its original position.

Contact area + 130 cms²
40% + Resistance vs. Plain Base RPM'S



- The RPM body and reflective lenses are adhered with advanced ultrasonic technology.

COMPLIANCE WITH THE STANDARD
(FIELD AND LABORATORY)

PHYSICAL FEATURES (ADTM D-4280)

TEST	COMPLIANCE	PERFORMANCE	VALUE
FLEXION	✔	SUPERIOR	+2,000 lbf
COMPRESSION	✔	SUPERIOR	+6,000 lbs
COLOR	✔	✔	OPTIMUM
TEMPERATURE CYCLE	✔	✔	OPTIMUM
REFLECTIVE LENS RESISTANCE	✔	✔	OPTIMUM
REFLECTIVITY	✔	SUPERIOR	
ABRASION RESISTANCE	✔		

LUMINOUS INTENSITY COEFFICIENT (mcd/lx) 0°:			
REFLECTIVE LENS COLOR	**WHITE**	**YELLOW**	**RED**
NORMA ASTM D-4280	279	167	70
HERSAN *	**1,081**	**654**	**245**

PRODUCT TYPE	H-05
DESIGN:	4.252" X 3.549" X 0.768"
WEIGHT:	100 grams
MATERIAL:	ABS plastic body with polycarbonate reflective lens

ASTM INTERNATIONAL

CE

* TESTING RESULTS WERE CARRIED OUT ON RANDOM SAMPLES ACCORDING TO NATIONAL AND INTERNATIONAL STANDARDIZED PROCEDURES.

PRESENTATION:

PACKING WITH 100 PCS

Available in **one way** (1 reflective lens) or **two way** (2 reflective lenses).

BODY COLOR:

White | Yellow | Red | Green | Blue

COLOR REFLEJANTE:

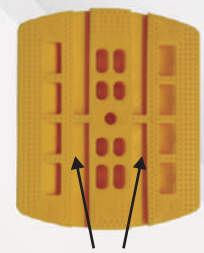
White | Yellow | Red | Green | Blue

The **two way** raised pavement markers can have two reflective lenses of the same color or with two reflective lenses of different colors.

APLICATION:

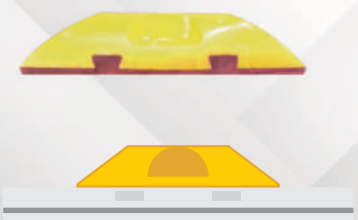
HERSAN reflective markers can be applied by automated equipment or manually. It can be applied with epoxy or bitumen glue, on asphalt pavement or on hydraulic concrete.

For best results, clean the surface freeing it from moisture, oil, or any material that prevents its proper adherence. Apply the glue by a circumference of it that covers the four corners of the button, press the button on the surface and let dry according to the instructions of the glue used.



Four "Jacket" - shaped cavities

FASTENING:



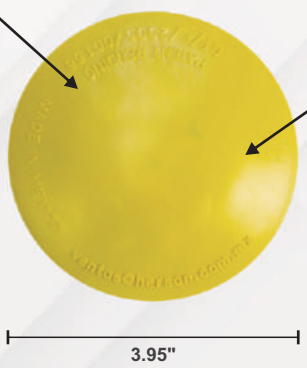
Allows a better adherence to the glue and surface, as well as a significant saving of adhesive material.

TRAFFIC BUTTONS

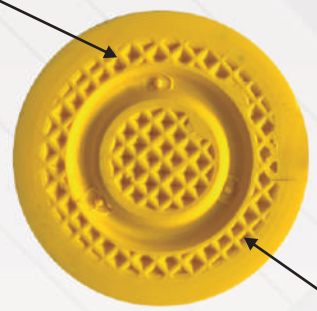
Traffic buttons are raised markers used along roadways all over the United States and are used instead of or in addition to painted lines in the road. Traffic buttons can also be used as “rumble strips” to alert motorists to the fact that they are drifting out of their lane or off the road.

NOT DANGEROUS FOR VEHICLES

- Integrated color for long life.
- Ultra-resistant design.



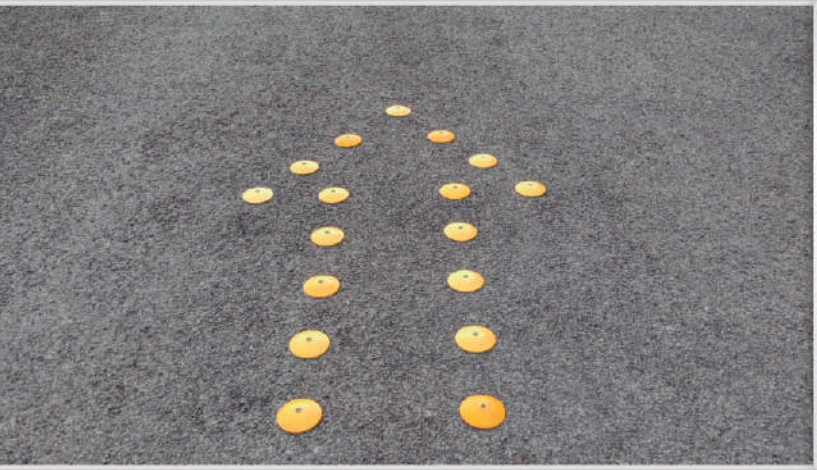
- Inferior design to prevent movement.



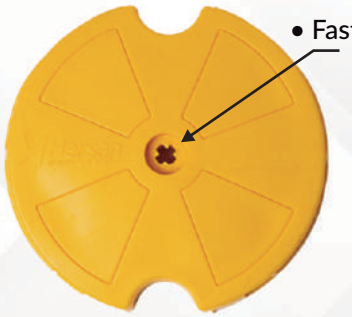
- Can be installed exclusively with adhesive.

- No corners.

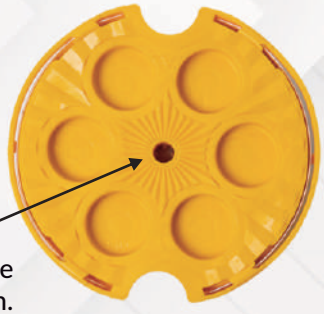
- Meets dot's dimensions.



HYBRID ROUND



• Fastening perforation.



• Proprietary design for adhesive exclusive installation.

TIP:

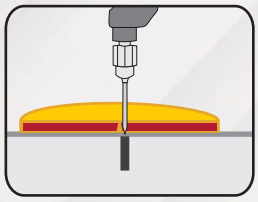
This product can substitute parking lines; saving money in maintenance.

TECHNICAL USE:

- Marks areas on parking lots.
- Divides traffic moving in opposite directions.
- Marks traffic symbols on the pavement.
- Divides restricted areas.

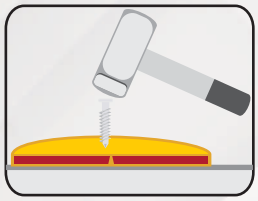
APLICATION:

Step 1: CLEANING AND PERFORATING (Optional)



Clean areas where the hybrid rounds are placed. Perforate with a ¼" X 6" drill bit for concrete (1").

Step 2: GROOVING BOLT PLACING

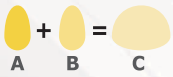


A ¼" X 3" grooving bolt is hammered by a 16 lb. hammer to the top of the hybrid round. By eliminating all edges on the head of the bolt ensures excellent fastening.

In case of fastening with EPOXY ADHESIVE

In case of fastening with epoxy adhesive, 50% and 50% mixture of component "A" and "B".

Place on directly on the hybrid round for 15 seconds to get the best adherence on asphalt or concrete pavements.



ASPHALT OR CONCRETE:
The hybrid round's design includes an internal cavity which allows the adhesive penetration, by creating a "nail head" for best results in fastening.

• High intensity reflective strip.

FASTENING:

*¼ X 3" Grooving bolts can be used for a stronger fastening on asphalt roads.

PRESENTATION:

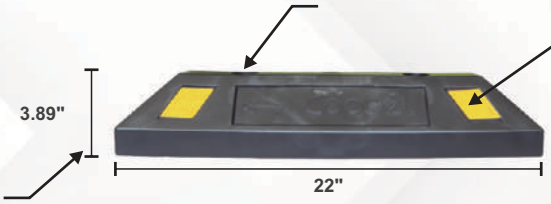
NO. PIECES:
100 PZ

DIMENSION:
50 x 20 x 20 CM

WEIGHT:
9 KG

PARKING BLOCK

- Includes 2 fastening points for installation.
- High intensity reflective on the front.

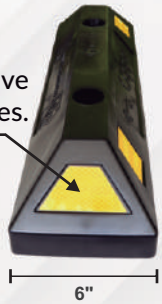


- Ideal height for any type of tire.

- Compact, heavy-duty design.

- With dynamic tensors for absorbing the impact of vehicles.

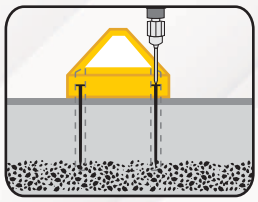
- High intensity reflective tape on the sides.



- DOES NOT BREAK
- NON POLLUTING
- HIGH VISIBILITY
- DOES NOT LOSE ITS COLOR
- CUSTOMIZABLE

APLICATION:

Step **1:** PERFORATION



Place the unit at desired position and drill with a ½ X 10" drill bit to about 4" deep on the holes of the traffic divider the current traffic orientation.

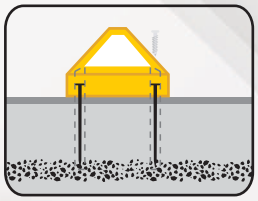
TYPES OF PAVEMENTS:

ON CONCRETE PAVEMENT: ½ X 5 ½" expansive bolts.

ON ASPHALT PAVEMENT: ½ X 9 ½" metal stakes.

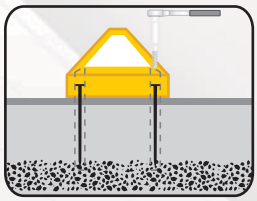
Important notice: Depending on the hardness of the asphalt, metal stakes can be hammered without previous perforations.

Step **2:** INSERT EXPANSIVE BOLTS AND PLACE THE TRAFFIC DIVIDER



With holes already made, insert the expansive bolt, leaving free 0.8" of the screw for the nut insertion. Let the piece holes coincide with the perforations on the pavement.

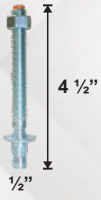
Step **3:** NUT INSERTION



Insert the nut using a 3/4" socket with a ½" torque wrench to tighten firmly the nut in the expansive bolt from 40 to 45 lbs.

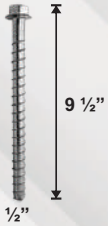
FASTENING:

CONCRETE pavement



GUARANTEED FASTENING EXPANSIVE BOLT BY HERSAN (½ X 4 ½")

ASPHALT pavement

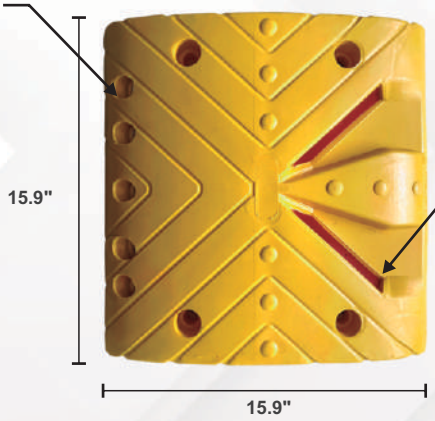


METAL STAKE
(½ X 9 ½")

SPEED BUMPS

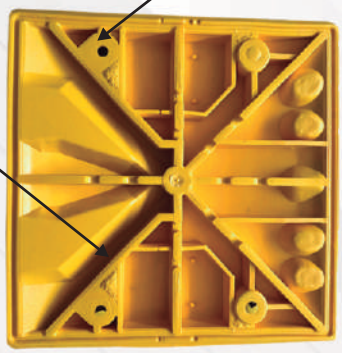
UV ECO

• 4 cat's eyes (1.10”) indicate the correct direction of the road.



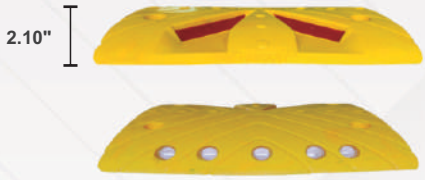
• High-intensity red reflector alerts wrong way traffic.

• 4 fixed points of installation.



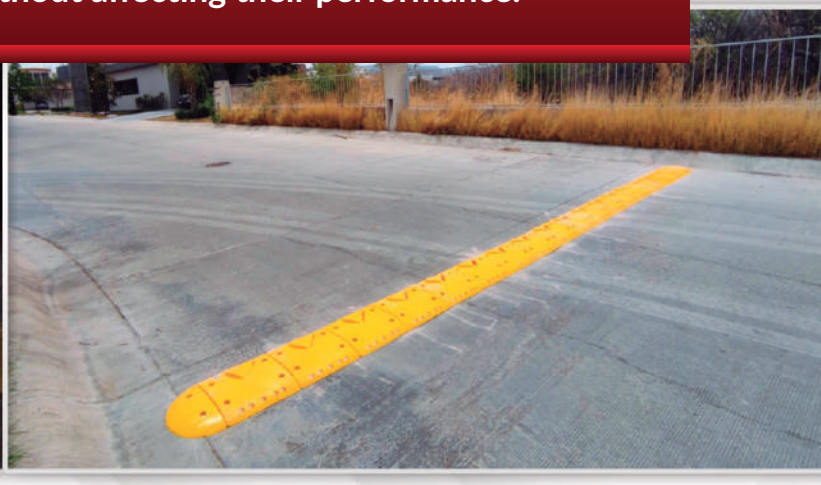
• With dynamic tensors for absorbing the impact of vehicles.

• Ideal for positioning at the sides of roads.



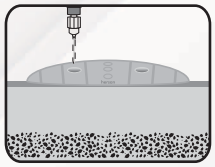
TIP:

You can install the speed bumps together or with a minimum 3" spacing between each module without affecting their performance.



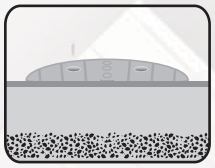
APLICATION:

Step 1: PERFORATION



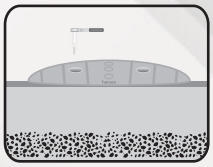
Place the unit and drill with a ½ X 10" drill bit to about to a 4" deep on the holes of the speed bump unit.

Step 2: INSERT EXPANSIVE SCREWS AND LOCATE THE PIECE



With holes already made, insert the expansive bolt, leaving free 3/4" of the screw for the nut insertion. Align the unit's fixed installation points with the perforations on the pavement.

Step 3: NUT INSERTION



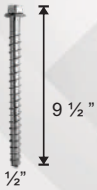
Insert the nuts with a 3/4” extra long tool to tighten the two or four expansive bolts.

FASTENING:

CONCRETE pavement

GUARANTEED FASTENING EXPANSIVE BOLT BY HERSAN (½ X 4 ½”)

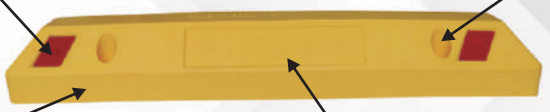
ASPHALT pavement



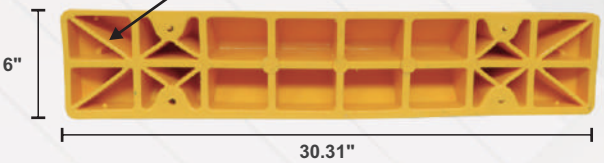
METAL STAKE (½ X 9 ½”)

TRAFFIC DIVIDERS TYPE A

- High intensity reflector on the front.
- 4 fixed points of installation.
- Ideal design to protect cyclists or walkers and prevent them from encroaching on dedicated lanes.
- Customizable.

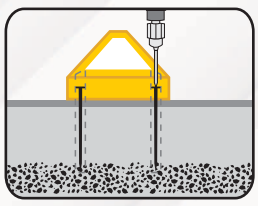


- With dynamic tensors for absorbing the impact of vehicles.



APLICATION:

Step 1: PERFORATION



Place the unit and drill with a ½ X 10" drill bit to about 4" deep on 4 fixed holes.

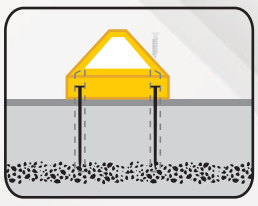
TYPES OF PAVEMENTS:

ON CONCRETE PAVEMENT: ½ X 5 ½" expansive bolts.

ON ASPHALT PAVEMENT: ½ X 9 ½" metal stakes.

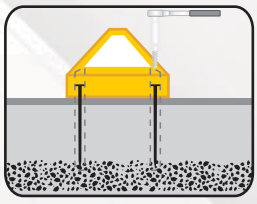
Important notice: Depending upon the hardness of the asphalt, metal stakes can be hammered without previous perforations.

Step 2: INSERT EXPANSIVE BOLTS AND PLACE THE TRAFFIC DIVIDER



With holes already made, insert the expansive bolt, leaving free 3/4" of the screw for the nut insertion. Align the unit's fixed installation points with the perforations on the pavement.

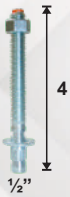
Step 3: NUT INSERTION



Insert the nut using a 3/4" socket with a ½" torque wrench to tighten firmly the nut in the expansive bolt from 40 to 45 lbs.

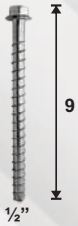
FASTENING:

CONCRETE pavement



GUARANTEED FASTENING EXPANSIVE BOLT BY HERSAN (½ X 4 ½")

ASPHALT pavement



METAL STAKE (½ X 9 ½")

CANALIZER VIA 20”

- High intensity reflective.

- Ideal height for low speed areas.

- Compact design for bike exclusive lanes.

TECHNICAL USE:

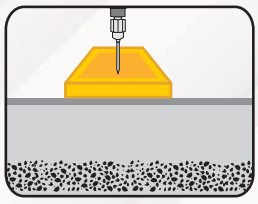
- To divide exclusive lanes.
- To mark bycicle lanes.
- To stop vehicles in parking lots.

TIP:

Ideal for marking exclusive lanes in downtown areas or on avenues with limited space.

APLICATION:

Step **1:** PERFORATION



Place the unit and drill with a ½ X 10” drill bit to about 4” deep on 4 fixed holes.

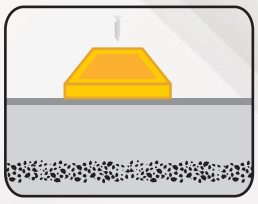
TYPES OF PAVEMENTS:

ON CONCRETE PAVEMENT: ½ X 5 ½” expansive bolts.

ON ASPHALT PAVEMENT: ½ X 9 ½” metal stakes.

Important notice: Depending upon the hardness of the asphalt, metal stakes can be hammered without previous perforations.

Step **2:** INSERT EXPANSIVE BOLTS AND PLACE THE TRAFFIC DIVIDER



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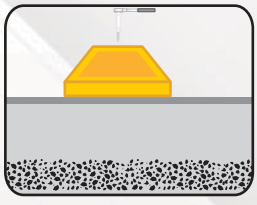
Step **3:** NUT INSERTION



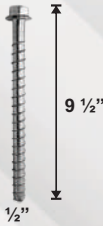
Insert the nut using a 3/4” socket with a ½” torque wrench to tighten firmly the nut in the expansive bolt from 40 to 45 lbs.

FASTENING:

CONCRETE pavement

GUARANTEED FASTENING EXPANSIVE BOLT BY HERSAN (½ X 4 ½”)

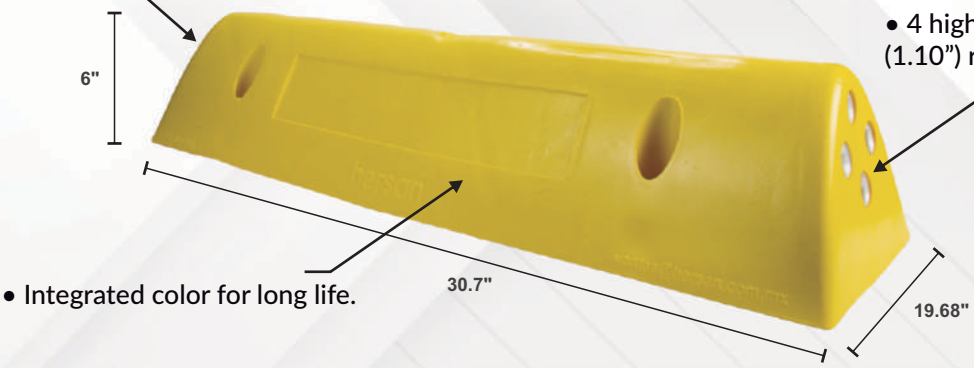
ASPHALT pavement



METAL STAKE (½ X 9 ½”)

TRAFFIC DIVIDERS TYPE B

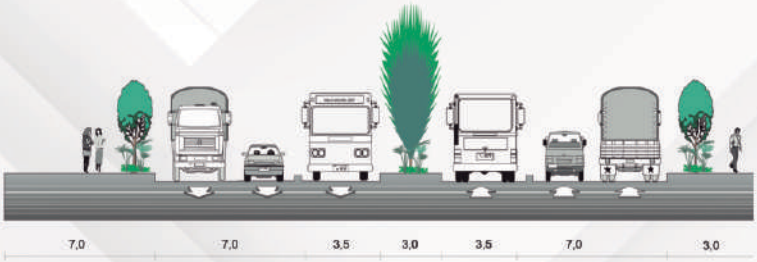
- Largest traffic divider on the market.



- 4 high intensity cat's eyes (1.10") reflectors on each side.
- Integrated color for long life.

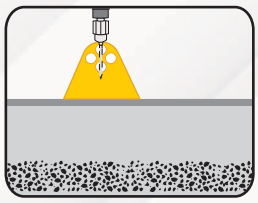
TECHNICAL USE:

- To divide exclusive lanes.
- To mark bycicle lanes.



APLICATION:

Step 1: PERFORATION



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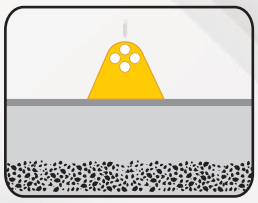
TYPES OF PAVEMENTS:

ON CONCRETE PAVEMENT: ½ X 5 ½" expansive bolts.

ON ASPHALT PAVEMENT: ½ X 9 ½" metal stakes.

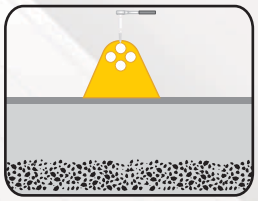
Important notice: Depending upon the hardness of the asphalt, metal stakes can be hammered without previous perforations.

Step 2: INSERT EXPANSIVE BOLTS AND PLACE THE TRAFFIC DIVIDER



With holes already made, insert the expansive bolt, leaving free 3/4" of the screw for the nut insertion. Align the unit's fixed installation points with the perforations on the pavement.

Step 3: NUT INSERTION



Insert the nut using a 3/4" socket with a ½" torque wrench to tighten firmly the nut in the expansive bolt from 40 to 45 lbs.

FASTENING:

CONCRETE pavement

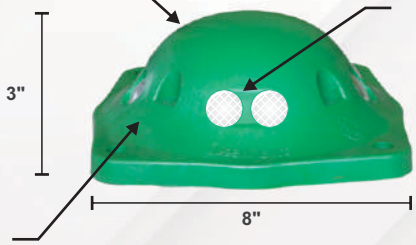
GUARANTEED FASTENING EXPANSIVE BOLT BY HERSAN (½ X 4 ½")

ASPHALT pavement

METAL STAKE (½ X 9 ½")

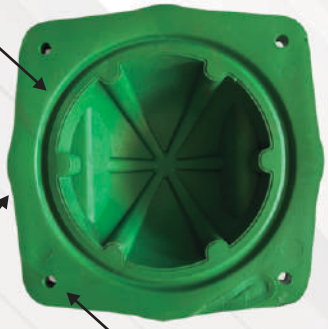
ROUND ROAD MARKERS

- Proprietary design.
- 2 high intensity cat's eyes (1.10”) reflectors on each side.



- Highly visible integrated color for long life.

- Strong and resistant design absorbs the impact of vehicles.



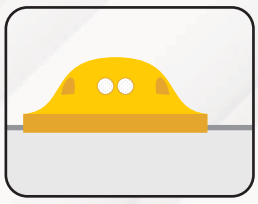
- Not hazardous for vehicles.
- No-corners design that allows for the option to install with nails.

TECHNICAL USE:

- Delineating lanes.
- Indicate exits or entrances to roads.
- Indicate caution zones (schools, hospitals, etc.).

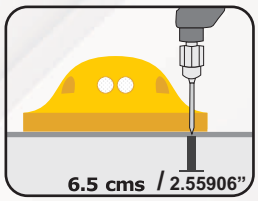
APLICATION:

Step 1: CORRECT DIRECTION



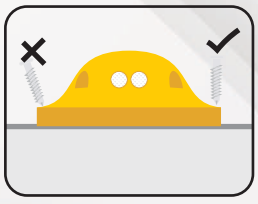
Place the round road marker exposing the “cat's eye” reflectors toward the motorist, according to the current traffic orientation.

Step 2: PERFORATE PAVEMENT



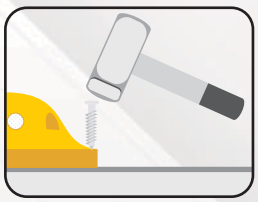
Perforate with a ¼” X 5” drill bit.

Step 3: INSERT THE GROOVING BOLT BY PRESSURE



Place the grooving bolt into the hole of the round road marker, avoiding extra perforations.

Step 4: HAMMER ON THE HEAD OF THE GROOVING BOLTS



For best results in fastening, insert four grooving bolts of the same size ¼ X 3”.

FASTENING:

GUARANTEED FASTENING BY USING INSTALLATION ACCESSORIES HERSAN

For a suitable road marker fastening system, ¼ x 3” grooving bolts should be used to perforate. Use a ¼ x 6” drill bit for concrete surfaces.

IMPORTANT NOTICE: The round road marker is not recommended as a speed bump or vehicle stopper. For further information, please contact Hersan's Technical Department.

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