

## Roads Magazine / The Roadmarker Editorial – April/May 2010

*“Ennis Traffic Safety Solutions Marks its territory in Australia”*



Ennis Traffic Safety Solutions, the world’s leading manufacturer and supplier of pavement markings, moved another step closer to fulfilling its Asia Pacific development strategy when it completed its acquisition of Sydney based GT Industries in December last year.

“GT Industries is a near perfect fit for Ennis,” said Ian Cocoran, General Manager Ennis Traffic Safety Solutions Australia and Oceania, “Our goal in this region is to enhance and develop the Ennis brand by augmenting the range and quality of products already produced by GT with some exciting new solutions and materials. GT has a great reputation for service and a real passion for its customers. Those qualities really resonate with the core values at Ennis and I’m excited when I look at the prospects for the region.”

When asked about his short term objectives for Australia, Cocoran commented, “We want to ensure that we deliver a progressive and dynamic growth strategy that builds upon the great work done by Jimmy Lei and his team at GT. For many years now, GT has been active in the Australian waterborne paint, thermoplastic, pre-formed thermoplastic and cold applied plastic markets. We intend to accelerate our activities in each of these core areas and present our customers with the best range of products on the market. We will achieve this by driving synergies and supply chain benefits as well as introducing some exciting new Ennis branded materials. We will move at pace in terms of the execution of this strategy and we’ll also add talent to the business whenever and wherever we feel it’s necessary to do so.”



Cocoran’s last point is of particular relevance given Ennis’ recent appointment of John Sanford, an industry expert in the field of waterborne paint. Having previously worked closely with the White Knight brand for almost 25 years, Sanford believes that Ennis are best placed to serve the needs of Australian line markers because they are a critical stakeholder in the Global traffic safety market. “Ennis are in the business of saving people’s lives,” says Sanford, “The company makes its living by focusing purely on the needs of end users - be they motorists, line markers or authoritative bodies. The reach and depth of the Ennis portfolio and the company’s long-term commitment to the road marking Industry can only be good for the industry in Australia.”

Ennis has supplemented its waterborne paint manufacturing facility at GT in Sydney by signing a multi-year manufacturing agreement with Freeworld Coatings in Melbourne (Freeworld Melbourne were manufacturers of the White Knight brand until just a few years ago). Jimmy Lei, Managing Director of GT

Industries said of the deal, “The ability to produce paint to the same high standard at two different locations adds capacity to our business and also provides a failsafe against any potential production issues. This can only be good for our customers as not only does it mean that we can be more responsive to their needs, but we can also provide continuity of supply and cope with demands of seasonality much easier than our competitors.”

In addition to supplying the complete range of road marking materials in Australia, Ennis is keen to bring new products to the country as early as the second half of this year. When specifically asked about his plans in this area, Cocoran said, “Everyone knows that Ennis is extremely strong in traditional line marking materials. Take Stimsonite markers for example, which have been actively sold in Australia for years now through our Melbourne based distributor, Reflective Road Safety Products. The Stimsonite brand is synonymous with quality and there is no better example of this than the range of 80 and C80 markers, which took years of experience and research to develop.



### Quality Reflects

Exactly the same can be said of Tyregrip, which is a specialized and high friction anti-skid material that has been developed over a 20 year period by Ennis’ wholly owned subsidiary, Prismo, Tyregrip is the only anti-skid product with HAPAS approval in Australia and I am really looking forward to bringing it to the market here. Other products which we expect to make an impact are our low temperature line marking paint, “Wolverine,” which is perfect for the cold season in places like Victoria, SA and NZ and our de-lineation products such as “Colourbright,” which is a highly retroreflective cluster bead technology that has already proven itself effective in terms of reducing accident rates in Europe.”



*Colourbright Technology in Europe*

Further information on both Ennis Traffic Safety Solutions and GT Industries can be found at [www.ennistraffic.com](http://www.ennistraffic.com) and [www.gtindustries.com.au](http://www.gtindustries.com.au)