

PRESS RELEASE

eNdoto



Inclement Weather...No Problem with USReflector's Snow Plowable Pavement Markers

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eNdoto Spotlights Its USReflector LED Snow Plowable Pavement Markers

*“Flush Mounted LED pavement markers offer bright day and night visibility
changing the dynamics of roads during low visibility”*

February 7, 2016, East Hartford, CT, eNdoto is pleased to spotlight its USReflector ultra bright, LED flush-mount snowplowable pavement markers at the ATSSA Expo. The Guide Star series includes an extensive selection of Flush Mounted LED pavement markers in an array of colors and features that can be powered through low 12 or 24-volt low tension direct roadway wire connections, rechargeable batteries and the energy efficient sustainable solar power model. Unlike traditional reflective road markings, the USReflector's LED pavement markers offer bright day and night visibility for pedestrian and motorists increasing visibility and guidance especially in inclement weather such as fog, snow, rain, and road surface spray. The pavement markers illuminate & define crosswalks, dangerous turns and roadways and just about any application that requires vehicle and pedestrian guidance, especially rotaries and roundabouts. They are especially effective for usage at airports and runways due to the high intensity visibility seen from a distance. USReflector's LED Pavement Markers are highly visible, maintenance free, and easy to install. The combination of all the features provide a highly effective road or pathway guidance delineator system that substantially reduces accidents caused by impaired visibility including sun downing and night darkness.

With winter upon us in many parts of the nation, USReflector's SNOW PLOWABLE Pavement Markers are ideal since they withstand treatments of the roads that make them drivable, including snow plowing, sanding and salting. The USReflector's Pavement Markers also come in Guide Star Intelligent Light models. The built in intelligent light module controls lights intensity and flashing modes designed to activate lights with movement detectors, radar detectors, fog sensors, buttons and telecommunication. They can also be programmed for pedestrian cross walks so they can automatically detect pedestrian or cyclists' street crossing activity.

Guy Bolduc, President of eNdoto relays, *“We are excited to be spotlighting our USReflector Guide Star series LED Pavement Markers at ATSSA. An important mission of eNdoto's is driver and pedestrian safety. We strive that every product and solution in our extensive portfolio of pedestrian and road safety products are designed to help keep our pedestrians and drivers safe.”* Bolduc continues, *“It's great that eNdoto's corporate mission parallel's ATSSA's Advocacy on Road Safety especially the 46th Annual Expo's Foundation theme of “Zero Deaths.”*

Features and benefits of USReflector's LED Pavement Markers versus conventional retro-reflective markers:

- Provide motorists advanced visibility and awareness of winding roadways and dangerous turns resulting in over 30-seconds of reaction time compared to 3.2 seconds for conventional reflective markers.
- Studies show that the advanced driver awareness from the higher visibility of the LED Pavement Markers reduce accidents by 70% and save lives
- LED road markers are solid state and provide years of maintenance free functionality
- USReflector's Guide Star LED Solar illuminated models have built in light sensors, which automatically activate the LED's at dusk and shut off at sunrise to be programmed for when they are needed
- Guide Star Snow Plowable embedded studs are more robust and durable than traditional surface mount markers providing years of maintenance free operation, and reducing the costs of continuous replacements of surface mount markers

About eNdoto: eNdoto prides itself at being the “go-to” source for tailored solutions ensuring traffic and pedestrian safety. Their expertise includes products and systems for roadways and bridges, transit systems, tunnels, waterways and parking lots; for education, cultural and medical facilities; for parks and recreation areas, and for residential and commercial properties, as well as vehicle and equipment lighting. They aim to satisfy the critical and growing demands for green, long-lasting safety and lighting solutions with specially focused, environmentally conscious products and systems. eNdoto Divisions: USReflector * MDS Barriers * GEOVISION * SignalService * STEPLOW * Phalanx * EveluxUSA * **43 Franklin Street * East Hartford, CT * 860.289.8033 * www.eNdotoCorp.com * www.USReflector.com**