

The Chronicles of eNdotoCorp's North America Safety Tour "NAST"

By Christina Andrianopoulos

We completed our North America Safety Tour (NAST) and are back at headquarters in Connecticut. We want to personally thank all for taking the time to meet us in our Mobile Showroom. We learned a lot about your state projects and initiatives, to keep our roads safe and efficiently operating in full capacity. Our goal and mission [at eNdoto Corp](#) is to provide innovative pedestrian and road safety products that will integrate into your existing and future projects. That is one of the main reasons we took an "old school" concept, hit the road and visited you personally.

Soon we are scheduling our next Safety Tour across America. We are scheduled to hit the road on Thursday, April 6, 2017 and are currently scheduling road appointments.

Why a road trip?

We understand that the digital world of promotions and communications have taken over, which is exciting and necessary... But, we decided we needed to think out of the box, thus engaging in "old school" methods-to visit our customers in person. The quagmire we faced was, "How do we bring a sample of our extensive portfolio of products with us?" Being leaders in providing innovative solutions to our customers for road safety projects we immediately decided that a mobile unit could hold a lot and give us the flexibility to go from state to state without relying on airplanes or trains. It took a village but the eNdoto team designed the mobile showroom to be filled with many products for people to see, feel and touch on the visit. The 60-foot RV was also formatted mechanically to be able to pull the Mobile Showroom while also handle the thousands of road and highway miles planned for the 4-week tour.



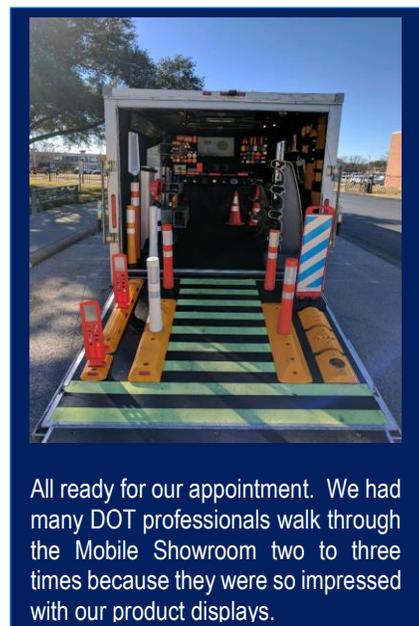
60-foot Command Center with Mobile Showroom



Interior view of the Command Center that served as our sleeping quarters too.



Ready for the road, interior view of Mobile Showroom with Corporate Pet Sadie in photo. Sadly, Sadie did not make the trip



All ready for our appointment. We had many DOT professionals walk through the Mobile Showroom two to three times because they were so impressed with our product displays.

We received a lot of enthusiasm and our schedule got booked quickly. We really looked forward to seeing our customers at their offices.

Though we launched on this more intimate way to visit our customers..."back to the future!" We took advantage of the web and digital technology and posted frequent notes of our visits and the road experience. [You can also follow our adventure on our blog by clicking here.](#)

What we learned

Though each state has its own respective issues that were shared with us, there was a common theme that resonated throughout the entire trip and with all the professionals we met- road, highway and bridge projects prioritize safety as their #1 goal. The DOT professionals were glad to learn about some of our innovative products and solutions including steel barriers, aluminum bridge rails and breakaway sign posts and we are collaborating with existing and future projects, answering questions about technical specification sheets and drawings. Even while we were on the road we got calls from people we met asking us to discuss alternative solutions to what they had used in the past. And because many of our products meet state and Federal Highway standards, they were considered seriously.

Your chance for us to visit you on our next North American Safety Tour

Call our office or **email to** see if we are going to be in your region on our **next Safety Tour, 860.289.8033**. We are delighted to connect with you. But you don't have to wait until we hit the road again. Feel free to contact one of Product Specialist or engineers with you tech sheets or drawing questions. Our specialists are here to work with everyone to help meet and exceed your project safety goals.