



FOR IMMEDIATE RELEASE

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Three Lifesaving Roadway Safety Products Earn Industry Honors

Fredericksburg, Va. – Three lifesaving roadway safety products were recognized with “**Innovation Awards**” during the American Traffic Safety Services Association’s (ATSSA) 36th Annual Convention and Traffic Expo in Ft. Lauderdale, Fla. earlier this month. ATSSA Innovation Awards were developed three years ago to recognize companies that have created new, innovative products that help save lives on roadways. Public officials from the roadway safety industry judge and select the winners who focus on known roadway safety problems, while considering the cost effectiveness of their product, as well as the products’ potential for saving lives.

All companies who participate in ATSSA’s “New Products Press Conference,” a separate event held for local and national media during the Annual Convention and Traffic Expo, as well as those companies who submit a product listing for the New Products Showcase in the convention’s program and exhibit guide, are eligible for the awards.

The 1st Place ATSSA 2006 Innovation Award was presented to **Davidson Traffic Control Products, a division of Filtrona Extrusion, Tacoma, Wash.**, for their “Interstate Grade FG 300 Curb System.” The new lane separation system is designed for use on high-speed interstates and has been proven extremely durable while safely guiding vehicles in a variety of roadway scenarios.

Second place honors went to **Light For Life Signs, Inc., Crystal Lake, Ill.**, who introduced a work zone “Stop/Slow” sign that contains bright “LED” lights to capture the attention of motorists up-to one mile away in virtually any weather condition. The signs have proven popular in school crossing zones and with emergency responders – such as fire departments, police departments and towing companies. The new signs are battery-powered, programmable, lightweight and durable.

The third place award went to **Barrier Systems, Inc. of Rio Vista, Calif.**, for their “BarrierGuard™ 800,” an all-new steel protective barrier that is used in roadway construction zones to separate and protect roadway workers from vehicles and other hazards. The system is easily transported to job sites where it is then quickly and efficiently assembled.

ATSSA members across the country manufacture and install various roadway safety devices that motorists pass by or utilize every day. These include guardrails, bright reflective signs, roadway striping, lighting, reflective apparel and work zone safety equipment. ATSSA members are also heavily involved in roadway work zone safety and training.

Over 1,000 fatalities occur each year in roadway work zones nationwide – 75% of those fatalities are motorists, and over 42,000 people die on roadways across the country every year. ATSSA member products play a significant role to help reduce these numbers through new innovations, technology and research.

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ATSSA 2006 Innovation Award Winners

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High Resolution photos of the following photos (below) are available upon request by emailing JimB@atssa.com



1st Place - Filtrona Extrusion

(Left to right: Jim Kalchbrenner, Carole Spalding, Peter Speer, Erika Whitney, Don Burger)



2nd Place - Light for Life Signs, Inc.

(Pictured: Thomas Gibson)



3rd Place - Barrier Systems, Inc.

(Left to right: Byron West, Nigel Bullock, Jeff Shewmaker, James R. Keaton)