



FOR IMMEDIATE RELEASE
March 1, 2007

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LOCAL COMPANY RECEIVES ROADWAY SAFETY INNOVATION AWARD

Fredericksburg, Va. – A local company committed to advancing roadway safety was recently awarded a **SECOND PLACE** “Innovation Award” for their creative new product used on America’s roadways.

Grand Haven Plastics, Inc. produces the product –*Safety Smart Delineator* – a roadway “delineator” that safely guides traffic on roadways. In the event a vehicle strikes the product, the post safely breaks away. The only item that requires replacement to restore the product following such an incident is an inexpensive shear pin.

The prestigious award was presented in late January during the American Traffic Safety Services Association’s (ATSSA) Annual Convention and Traffic Expo in San Antonio, Texas. Since 1969, the ATSSA convention has been the largest roadway safety convention of its kind in North America, featuring the latest in products and services that save lives on roadways.

Pictured below with their award are (left to right) Paul Christiansen, Karl Chapel and James Krueger. For a high-resolution version of the photo, please contact James Baron at the telephone number above.



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