



World's largest manufacturer of road safety-enhancing glass beads at Gulf Traffic 2009

Founded in 1914 in New York, USA, Potters Industries, the world's largest manufacturer of glass beads, which are an essential component of safety-enhancing road and runway markings, today supplies more than 70% of the total needs of the planet. Their European division, Potters Europe, will showcase their expertise at this year's Gulf Traffic exhibition in Dubai.

"When applied with an appropriate road marking product, glass beads reflect at night the light from the headlights of the vehicle back to the driver, thus making markings highly visible, particularly in adverse weather conditions such as fog or rain, thus increasing road safety," said Sarah Woodbridge, Group Director - Exhibitions, IIR Middle East - organisers of Gulf Traffic, acknowledged by the industry as the Middle East's premier transport and infrastructure show. "Staged every two years, the event brings together international manufacturers and suppliers offering the latest products, services and technologies for the road, rail and public transport industries," she added.

Potters Industries has consistently maintained its position at the forefront of innovation for anything related to the production of glass beads, their performances and their applications. Its long history, expertise and 25 production facilities make it a reliable partner that always ensures on-time, consistent supplies to its customers, wherever they may be in the world. The company is also highly committed to protecting the environment, recycling over 500,000 tonnes of glass every year.

Potters Europe covers the Middle East and Africa in addition to Europe, providing full technical support and customer service, as well as on-site advice and guidance. 5 plants (located in France, Great Britain, Germany and Poland), all of which are ISO 9001 and ISO 14001 certified, produce a wide range of glass beads for road and airport runway safety markings, including; drop-on glass beads for road markings; premix beads for thermoplastics and cold plastics plus high index beads for airport markings.

The Gulf Traffic exhibition takes place at Dubai International Exhibition Centre from 6-8 December 2009. It offers industry visitors the opportunity to source solutions to their critical business issues, view first hand the latest technological advancements in traffic and transport industries, make new contacts and set up supply channels.

ENDS

For further information, please contact:

Neil Tyrer,

Coalfac Marketing Communications

Office #502, 5th Floor, CNN Building, Dubai Media City, Dubai, United Arab Emirates

t: +971 4 3672886, f: +971 4 3661076, m: +971 50 6532854

e: neil@coalfaceme.com

www.gulftraffic.com

