



WORLDWIDE PARTNER

# PAVING THE JOURNEY TO PYEONGCHANG

**DOW FASTRACK™ TECHNOLOGY HELPS  
OFFER A SAFER, MORE SUSTAINABLE  
ROAD TO THE OLYMPIC WINTER GAMES  
PYEONGCHANG 2018.**

The Yeongdong Expressway that connects South Korea's capital, Seoul, with PyeongChang is the key transportation route that brings Olympic athletes, spectators and media to the Olympic Winter Games. With freezing temperatures and winter conditions along with an increase in traffic and travel to PyeongChang for the Olympic Winter Games expected in February, road clarity and safety are paramount. The expressway is marked with a highly reflective and durable waterborne traffic paint, powered by Dow's FASTRACK™ Technology. Waterborne traffic paint utilizing FASTRACK™ Technology improves road visibility and helps drivers to better stay in their lanes. The waterborne paint is also more flexible than solvent-based paint, which results in more durability and less cracking long after the Olympic Games have concluded.





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## NIGHTTIME SAFETY

FASTRACK™ based waterborne paints retain glass beads and retro-reflectance longer than solvent-borne traffic markings. The innovative technology improves road visibility during the day, but particularly at night.



## SPEEDING UP PERFORMANCE

FASTRACK™ Technology combines a durable acrylic backbone with Dow's patented Quick-Set Technology, which accelerates the dry time of waterborne traffic paint by up to 40 minutes. This in turn helps to reduce the time needed to paint the roads and allows cars to get back on the road faster, offering resistance against wheel tracking and water washouts.



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*\*High-resolution photography available upon request*

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