

Better Roads[®]

For The Government/Contractor Project Team

December 2007 www.BetterRoads.com

Your 2007 Industry Yearbook

- 50 Most Important
New Products



TOP ROLLOUTS

by Kirk Landers, Editorial Director and Kerry L. Clines, Associate Editor

50 Top Rollouts for 2007

Better Roads editors have sorted through more than 500 new product introductions to identify 50 that have the greatest significance to highway and bridge professionals.

In surveys, focus groups, and face-to-face meetings at industry events, when we ask readers how we can best help them keep track of changes in the products and services they use to manage, maintain, and build North America's roads and bridges, almost everyone wants an annual short list of the really important stuff. No wonder. The sheer volume of introductions is overwhelming. *Better Roads* covers well over 600 products each year in our new product columns and Bid List features.

So each year, our staff reviews all the product introductions we've covered for the past year (our Top Rollouts "year" actually runs from the December

2006 issue through the December 2007 issue) to pick out 50 that we believe are worth further review. Our priorities are new concept products, which are rare, new series/new generation products in categories that relate to the road and bridge industry, and other rollouts which serve our readers' interests by increasing supplier competition for their business.

Inevitably, we omit deserving products, either because we just didn't understand the significance of the product or because the announcing company didn't communicate what was special about the product, or both. In either case, we apologize in advance for these omissions.

Traffic separator curb

Impact Recovery Systems introduced their new high-performance traffic separator curb, Tuff Curb, at ATSSA this year, saying it is the most long-lasting, durable traffic device on the market. Each curb section measures 40 inches, is constructed of durable polyethylene, and is equipped with the Quick Release System designed to allow upright installation/replacement in less than five seconds. End caps measure 18-inches long and should be applied at each end of the curb. Ribs underneath the curb are made to transfer load to the road, eliminating stress on the mounting hardware. No special tools, pins, or soapy water are required.



For more information call (800) 736-5256 or visit www.impactrecovery.com.

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