Case Study  
**20mph zone, Coventry CC**

**Product / Manufacturer**  TexPrint™ Hitex Traffic Safety Ltd  
**Client**  Coventry City Council  
**Principle Contractor**  L&R Roadlines Ltd, part of Hitex International Group

**Background**

Traffic calming measures that reduce vehicle speeds are proven to save lives and protect the most vulnerable. One of most successful measures to enforce speed restriction on urban roads is designated 20mph zones or limits.

First introduced in the UK in 1990, these schemes are generally recommended for areas with large residential populations experiencing high accident rates and/or speeding issues, and to promote safer journeys on routes around schools and town centres.

Hitex International Group are committed to supporting the positive impact of these schemes by developing enforcement solutions that help reduce the adverse effect of motor vehicles in built up areas.

The TexPrint™ Roundel system was developed by our contracting division in collaboration with Hitex material research. It is a coloured, decorative high friction thermoplastic surface treatment. The material is laid over a suitable existing surface, and is perfect for creating a speed tables-combining two traffic calming measures in a single engineering solution.
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Installation process

Stage 1: TexPrint™ is applied to the area to form a raised speed table, and the outline of the roundel laid onto the surface.

Stage 2: Surface is removed in preparation for thermoplastic.

Stage 3: Reflectoirsed HiBrite thermoplastic is applied.

Stage 4: Reflectoirsed glass beads are applied to give required performance levels.
"We have used the TexPrint™ products throughout the City Centre in Coventry, and found the material to be durable, but also achieves the aesthetics we were after for our high quality public realm schemes. The flexibility of this product enabled us to provide intricate paving details, such as cobbled sett interpretations, in areas where there are high volumes of large vehicles where the previous traditional sett details were becoming maintenance issues.

We have found L&R Roadlines to be very competitive on tenders, flexible on timescales and the quality of work is very high. I’m sure we will continue to work with L&R Roadlines and recommend to others. ”

Chris Young
Senior Project Manager
Coventry City Council

Gosford Gate

Owing to the success of the original project, TexPrint™ was used in the Gosford Gate location of Coventry City.

The scheme included a mini roundabout TexPrint™ ‘dome’, gateway pads, 20mph TexPrint™ Roundels, and a splitter island including decorative bands of TexPrint™ cobble inserts
Hitex International Group are a leading solution provider of:

- Road markings
- Road repair systems
- High friction surfacing
- Road marking vehicles and equipment
- Decorative surface treatments
- Operative training

Utilising the collective resources and shared expertise of our four divisions, we develop cohesive solutions for key areas such as road safety, efficient asset management and the future sustainability of the road network.

**Group divisions**

- **Hitex Traffic Safety Limited**
  Material development, manufacture and export

- **L&R Roadlines Limited**
  Contractors of road markings, high friction surfacing and road repair

- **Somerford Equipment Limited**
  Application vehicle design and build

- **Textureprint Limited**
  Contractors of decorative surfacing

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