



FOR A SAFER TODAY

HIGH-PERFORMANCE RETRO REFLECTIVE ROAD MARKING SOLUTIONS

Thermoplastic Compound | Water Based Paint

Sunmark™

Moonmark™



ABOUT US

DESCON Sign

DESCON Infrastructures Pvt Ltd. is a name synonymous with road safety products. With multiple business verticals catering highway, building infrastructure and home automation, DESCON proudly presents itself as an Urban Development Company

DESCON Sign, a brand that keeps road safety, as it's first and foremost priority, has been continuously working to deliver road safety products for the past 25 years in Northern India. DESCON Sign addresses the need for Road Safety Products, Retro Reflective Signages and Road Markings. Our products adhere to industry standards as determined by MoRT&H & IRC. Constant product development to meet the dynamic requirements of the industry has allowed us to deliver exceptional results. DESCON Sign, as a brand, works in a team, believes in building relationships and unconditionally committed to make the roads safer and smoother.

Pavement Marking

The first ever mention of Road Marking dates back to the Second World War. In order to avoid large scale destruction during night, black outs were enforced. As there would be no source of illumination on the streets, there was a significant rise in the number of accidents happening during the night. Thus, in order to control the rise of accidents, thermoplastic road markings were introduced to ensure safety and guidance on the roads.

Over the years the function of Pavement Markings has increased significantly. They ensure safety on the roads by providing guidance & information to road users. One can regard it as a language to convey rules and regulations to road users. There are various types of road markings which have been discovered in the recent years, namely:

- **Thermoplastic Road Markings**
- **Water Borne Paint**
- **Cold Applied Plastic/ MMA**
- **Pavement Marking Tape**
- **Preformed Thermoplastic Pavement Markings**



APPLICATIONS AREAS

Markings serve as a psychological barrier, thereby helping to delineate the traffic path and its lateral clearance from traffic hazards facilitating safe movement. Pavement markings are thus indispensable to ensure a smooth & orderly flow of traffic and for promoting road safety.

01



Longitudinal Marking

02



Transverse Marking

03



Hazard Marking

04



Block Marking

05



Arrow Marking

06



Directional Marking

07



Facility Marking

OUR SOLUTIONS

The first product to be offered by DESCON Sign was 'SUNMARK™', Keeping true to the founding pillars of the company, SUNMARK™ has been constantly improved the quality standards as per MORTH Specifications.

The product pipeline consists of water based road and kerb marking solution which shall concrete the company's position in the field of road marking solutions.

Thermoplastic Road Marking

"Thermoplastic Road Marking compounds" are thus a formulation of pigments, binders, aggregates, glass beads & additives. Thermoplastic Road Marking compounds melt in the temperature range of 180° - 220° C at which point they are applied on the pavement with the help of dyes (through extrusion process).

Sunmark™, the premium offering from DESCON Sign, is complaint with the technical specifications as laid out in Clause 803 of "Specification of roads and Bridge works" published by the Ministry of Road Transport and Highways (Morth) & IRC-35-2015.

Over the years DESCON had been committed to delivering quality products. With the immense experience gained over the last decade, we are able to deliver different variations of Sunmark™ which meet the diverse requirements in the pavement marking industry.



Key Features



Night Time Visibility



High Relectivity



Variable Thickness



Immediate Drying



Long Lasting

Type of solution

01 Sunmark™

remains our flagship product, adhering to the MORTH standards.

02 Sunmark™ Pro

shows variation from Sunmark and is an economical version, adhering to BS standards.

Rain visibility
Excellent Adhesion
Cost Effective
High Quality Colour
Fast Drying

| | SUNMARK (MORTH) | | SUNMARK PRO (BS) | |
|-------------------------------------|---|--------|---|--------|
| Color | White | Yellow | White | Yellow |
| Binder | Min 18% | 18% | 16% | 16% |
| Glass Beads | 30-40% | 30% | 20-25% | 20-25% |
| Titanium Dioxide | 10 | N/A | 6-8% | N/A |
| Calcium Carbonate/ other Fillers | 42 | 42 | 42 | 42 |
| Yellow Pigment | N/A | 2% | N/A | 2% |
| Drying time at 35 C | Not more than 15 mins | | Not more than 15 mins | |
| Softening Point | 102.5 (+/-) 9.5 C | | Not less than 65 C | |
| Luminance Factor | Min 65 | Min 45 | Min 60 | Min 40 |
| Flow Resistance | Not more than 25% | | Not more than 25% | |
| Skid Resistance | Not less than 45 | | Not less than 45 | |
| Crack Resistance | Material shall show no cracks on application to concrete blocks | | Material shall show no cracks on application to concrete blocks | |

AVAILABLE COLORS



Water Based Paint

What is ?

Water based paint is an environmental friendly technique, they have an immense potential in the future road marking. Water based paints allow for quicker application, thereby allowing roads to be opened to traffic quicker as compared to thermoplastic markings.

Moonmark™

High Retro Reflective
Easy Re-paint
 High Luminance
 High Quality Pigment
Fast Drying

Key Features



Proven
Performance



Lower Enviromental
& Human Impact



Cost Effective
Solution



Faster
Application Rate



Versatile
Maintenance



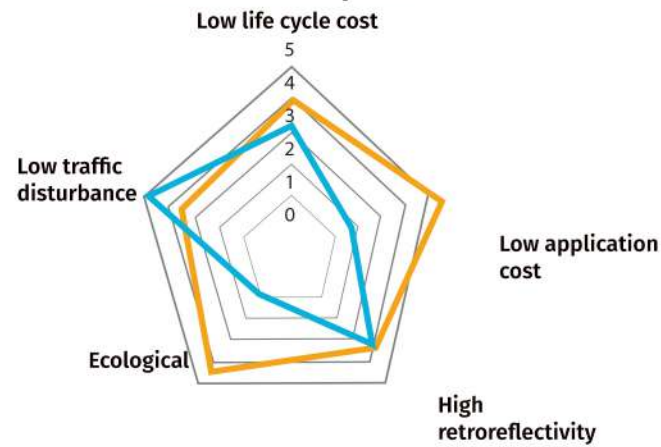
Long
Lasting

Value proposition of Water-Borne vs. Thermoplastic Paint

Water-borne paint offers:

- Proven performance all around the world.
- Lower environmental and human impact: low VOC and carbon footprint, no heating, less material.
- Versatile maintenance solution due to good adhesion on thermoplastics with an excellent retroreflectivity due to better adhesion of glass beads.
- No/less cracking. Thin layer application resulting in less slippery markings.
- More cost-effective solution than thermoplastic.
- Lower drying time is compensated by faster application speed resulting in limited traffic disturbance.

Comparison water-borne vs spray & thick thermoplastic



An ideal solution to restripe old markings

| | Adhesion | Flexibility | Thickness |
|-------------------|----------|-------------|--------------|
| Water Borne Paint | Good | Good | Good |
| Thermoplastics | Good | Fair | Not Suitable |

Good Fair Not Suitable

Note: Water based paint has an excellent adhesion in thermoplastics and is highly flexible which results in no/less cracking and improved glass bead retention with only a thin layer of material.

| OLD MARKING | | Water Borne Paint | Solvent Based Paint | Thermoplastic |
|---------------------|-------------------|-------------------|---------------------|---------------|
| | Water Borne Paint | +++ | + | - |
| Solvent Borne Paint | ++ | +++ | - | |
| Thermoplastics | + | + | - | |

Excellent Good Fair Bad

Applications

01



Airports

02



Urban Roads

03



Racing Tracks

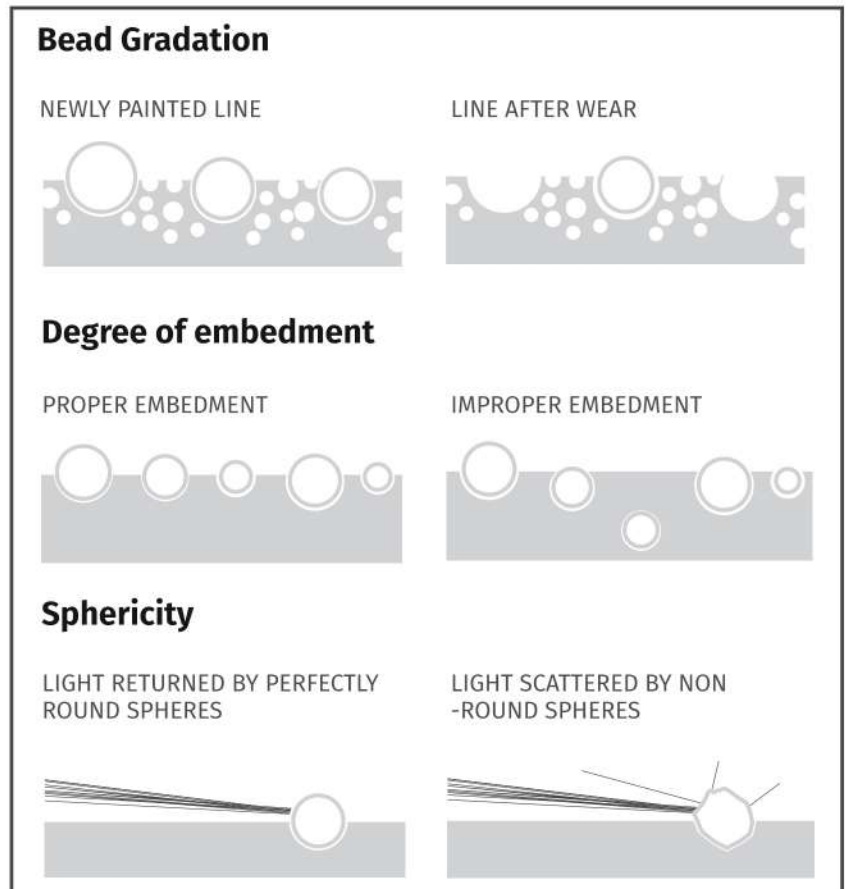
Quality Inspection

The assesment of the performance of any pavement marking is a combination of various factors. As per the standards laid out by the Indian Road Congress (as per IRC: 35 - 2015), the most significant factor is the principle of retro-reflectivity.

Retro - Reflectivity

Retro- Reflectivity is accomplished in pavemet markings through the use of glass beads partially embedded on the surface of the marking as binder matieral and also sprayed externally during application. A hand held instrument, **Retro Reflectometer**, is used to measure the retro-reflectivity on site. The **Indian Road Congress** has calculated different values of retro reflectivity for various design speeds & different durations.

UNIT OF MEASUREMENT:
mcd/m²/lux.



| S. No. | Design Speed | (RL) Retro-Reflectivity (mcd/m ² /lux) | |
|--------|--------------|---|---|
| | | Initial (7 Days) | Minimum Threshold Level (TL) and Warranty Period Required up to 2 Years |
| 1 | Up to 65 | 200 | 80 |
| 2 | 65 - 100 | 250 | 120 |
| 3 | above 100 | 350 | 150 |

As per IRC 35 : 2015, Section 15: performance Assessment and Monitoring

RETRO-REFLECTOMETER



Projects

Road Marking Project, Prayagraj

E.E NH.1 Division, Prayagraj

Project in Gorakhpur - Ayodhya

SMS Ltd. Basti

N.H Circle, PWD, Lucknow

S.E. N.H Circle, PWD, Lucknow

Projects in Shrawasti (UP).

S.E NH circle, PWD, Lucknow (UP).

Projects in Varanasi (UP)

Apco Infratech Pvt. Ltd.

Projects in Lakhimpur (UP)

S. E Circle Sitapur

Road Marking Project, Orai, (UP)

OB Infrastructure

Road Marking Project, Sultanpur (UP)

S.E. N.H Circle, PWD, Lucknow

Project in Etawah, (UP)

S. E. Etawah Circle

Road Marking Project, Rudrapur (UP)

Galfar Engg. & Construction Pvt. Ltd.

Clients



G. S. Express Pvt. Ltd.



LARSEN & TOUBRO



Certificates

CERTIFICATE OF REGISTRATION



This Certificate has been awarded to

Descon Infrastructures Pvt. Ltd.
B-52, Nirala Nagar, Lucknow-226020,
Uttar Pradesh, India.

In recognition of the organization's Management System
which complies with

ISO 9001:2015 (QMS)

The scope of activities covered by this certificate is defined below

**Supply and Fixing of Retro Reflective Signboards, Road Furniture,
Thermoplastic Road Markings, Traffic Safety, Road
Construction, Civil Turnkey Projects, UPVC & PVC Windows and Doors.**

Certificate Number: **Q10201396180**
Date of Issue of Original Certificate: **08.10.2012**
Date of Issue of latest certificate: **15.10.2018** Issue No.: **04**
Expiry Date: **07.10.2021**
Re-certification Due on: **08.09.2021**

Note: This certificate is valid only if produced with the continuation letter after the surveillance
is carried out successfully.

The Organization's documentation and Implementation has been reviewed and found to comply with the relevant standard rules.
This certificate of Registration is based on the evaluation of the mentioned scope given above. Organization is responsible for
maintaining the responsibilities of the relevant standard rules. Any significant changes in the scope of the certificate or standard
referred above render this certificate invalid.

Managing Director



This is an accredited certificate issued by SIS Certifications Pvt. Ltd. sanctioned for issue by IOAS
(International Organization for Accreditation Services Inc.) The status of this certificate can be verified on
"http://www.siscertifications.co.in" and "http://www.ioaservices.org"

Corporate office- Plot No. 1539, 2nd Floor, Sector-4, Gurgaon-122001, Haryana, India.
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Call us :- +91-9654721646, +91-8860610495, +91-8124-060495
Web:- <http://www.siscertifications.co.in>.



भारत सरकार
Government Of India
राष्ट्रीय परीक्षण शाला (पूर्वी क्षेत्र)
National Test House (Eastern Region)
11/1, जज्जल कोर्ट रोड, अलिपुर, कोलकाता-700 027.
11/1, Judges' Court Road, Alipur, Kolkata - 700 027.



परीक्षण प्रमाण पत्र TEST CERTIFICATE

| प्रमाण पत्र सं. / Test certificate no | वारी तारीख दिनांक / Date of Issue | कोड सं. / Code No | पृष्ठ / Page | पृष्ठसं. सं. / No. of pages |
|--|---|----------------------|-----------------|--------------------------------|
| NTH(ER)/CH(P)/2008/ 00150 | 10/11/2008 | 122577974292 | 1 | 4 |
| फिरो जारी करण सं. / Issued to | DESCON INFRASTRUCTURES PVT. LTD. | | | |
| Address | B-52, Nirala Nagar, Lucknow-226020. | | | |
| साहक सं. संदर्भ सं. / Customer's Ref. No. | 02/DIPL-SM/08-092008-11-01 | | | |
| पंजीकृत सं. एवं दिनांक / Register No. & Date | 00150/NTH(ER)/CH(P)/05/11/2008 | | | |
| परीक्षण सामग्री का विवरण / Description of the test item | Thermoplastic Road Marking Material-White | | | |
| परीक्षण सामग्री की पहचान / Identification of the test item | Lot No. : SM-201008010, Brand-SUNMARK | | | |
| परीक्षण सामग्री प्राप्ति की तिथि / Date of receipt of the test item | 04/11/2008 | | | |
| परीक्षण प्रणाली / Method used for test | CL No. 803.4 of MOST | | | |
| परीक्षण प्रक्रिया जहाँ प्रासंगिक हो / Sampling procedure where relevant | As per specification | | | |

Tested By
Debashish Sarkar
Debashish Sarkar
SA(Chemical)

Checked By
H.S.Mitra
Moni Sankar Mitra
Scientist-SB(Chemical)

Approved By
Ratna Sarkar De
Ratna Sarkar De
Scientist-SC(Chemical)

| उद्योग आधार | | Udyog Aadhaar | | | | | | |
|--|--|---|--|---------------|---------------|--------|---------------|----------|
| A | Type of Enterprise | Micro | Small | Medium | | | | |
| | Manufacturing | A | B | C | | | | |
| | Services | D | E | F | | | | |
| | UAM No. | UPS0A0023309 | | | | | | |
| Udyog Aadhaar Memorandum | | | | | | | | |
| 1. Aadhaar Number | S4151444034 | | | | | | | |
| 2. PAN Number | AABCD9956A | | | | | | | |
| 3. Name of Entrepreneur | SANJEEV GOEL | | | | | | | |
| 4. Social Category of Entrepreneur | GENERAL | | | | | | | |
| 5. Gender | Male | | | | | | | |
| 6. Physically Handicapped | No | | | | | | | |
| 7. Name of Enterprise | DESCON INFRASTRUCTURES PRIVATE LIMITED | | | | | | | |
| 8. Type of Organization | Private Limited Company | | | | | | | |
| 9. Location of Plant Details | | | | | | | | |
| SN | Flat/Door/Block No. | Name of Premises/Building Village | Road/Street/ Lane | Area/Locality | City | Pin | State | District |
| 1 | B-52 | NIRALA NAGAR | NIRALA NAGAR | LUCKNOW | LUCKNOW | 226020 | UTTAR PRADESH | LUCKNOW |
| Official Address of Enterprise | | B-52 NIRALA NAGAR LUCKNOW UP | | | | | | |
| 10. | | District | LUCKNOW | State | UTTAR PRADESH | PIN | 226020 | |
| 11. Date of commencement | | 23/02/2004 | | | | | | |
| 12. Previous Registration details-if any | | - UPS0A0023026 | | | | | | |
| 13. Bank Details | | IFS Code | HDFC0000412 | | | | | |
| | | Bank Account | 50200024714400 | | | | | |
| 14. Major Activity | | MANUFACTURING | | | | | | |
| SN | NIC 2 Digit | NIC 4 Digit | NIC 5 Digit Code | | | | Activity Type | |
| 1 | 42 - Civil Engineering | 4210 - Construction roads and railways | 42101 - Construction and maintenance of motorways, streets, roads, other vehicular and pedestrian ways, highways, bridges, tunnels and subways | | | | Manufacturing | |
| 17. Persons employed | | 29 | | | | | | |
| 18. Investment (Plant & Machinery / Equipment's) | | 25(Rs. In Lakhs) | | | | | | |
| 19. District Industry Centre | | LUCKNOW | | | | | | |
| Declaration | | I hereby declare that information given above is true to the best of my knowledge. Any information, that may be required to be verified, shall be provided immediately before the concerned authority | | | | | | |
| MyMeme Mobile App (Beta Version) is available now for download | | https://play.google.com/store/apps/details?id=com.mymeme | | | | | | |

HUMAN IMPACT
PROVEN PERFORMANCE
EASY RE-PAINT
HIGH RETRO REFLECTIVE
HIGH LUMINANCE
HIGH QUALITY PIGMENT
LONG LASTING
VARIABLE THICKNESS
VERSATILE MAINTENANCE



RAIN VISIBILITY
EXCELLENT ADHESION
COST EFFECTIVE
HIGH QUALITY COLOUR
FAST DRYING
HIGH REFLECTIVITY
NIGHT TIME VISIBILITY
IMMEDIATE DRYING





Descon Infrastructures Pvt. Ltd.
An : ISO 9001 - 2015 (QMS) Certified Company

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Mail: info@desconinfra.com

desconsign.com

Reflective Signage:



Authorised Converter:

Thermoplastic Road Marking:



Sole Manufacturer:

