



FOR A SAFER TODAY

Urban Infrastructure Developer | 25 Years of Experience
| Road Safety Products | Retro Reflective Signage



Product Catalogue 2019-2020

desconsign.com

INTRO

COMPANY OVERVIEW

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

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 under the contour of Descon Infrastructures. Descon Sign addresses the need for road safety products, retro reflective signages and road marking paints. 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 is unconditionally committed to make the roads safer and smoother.

OUR ATTRIBUTES

Descon sign conveys the company's design and construction approach linking standardization with customisation.

d+c

Initial of design & construction

S

Brand name initial

⚡

Long Round Roads

⬢

Geometry Shapes Design

🔗

Join Chain Connect

⚡

The Brand believes that people need a system that will create awareness about rules and regulations amongst the road users. We take road safety as a primary responsibility and we are committed to making superior quality road safety products for a safer today and a better tomorrow.

Values



QUALITY



SAFETY



RESPECT



DRIVE



INTEGRITY

AREA OF EXPERTISE

Highway Infra



Road Marking

Manufacturing high quality pavement marking solutions as per MORTH standards.



Road Safety

Authorised converters for **Avery Dennison**, **DESCON** offers a wide range of standardised road safety products.



VIATOP® Cellulose Fibre

DESCON together with **J. Rettenmaier & Söhne, Germany** presents high quality cellulose fibres for Stone Matrix Asphalt (SMA) & Polymer Modified Bitumen.

Urban Infra



Parking Solutions

Presenting advanced automated parking solutions, with full technical support.



Smart Home Solutions - IoT

Patented retrofit solutions to transform your home into a mobile controlled masterpiece.



Window & Doors

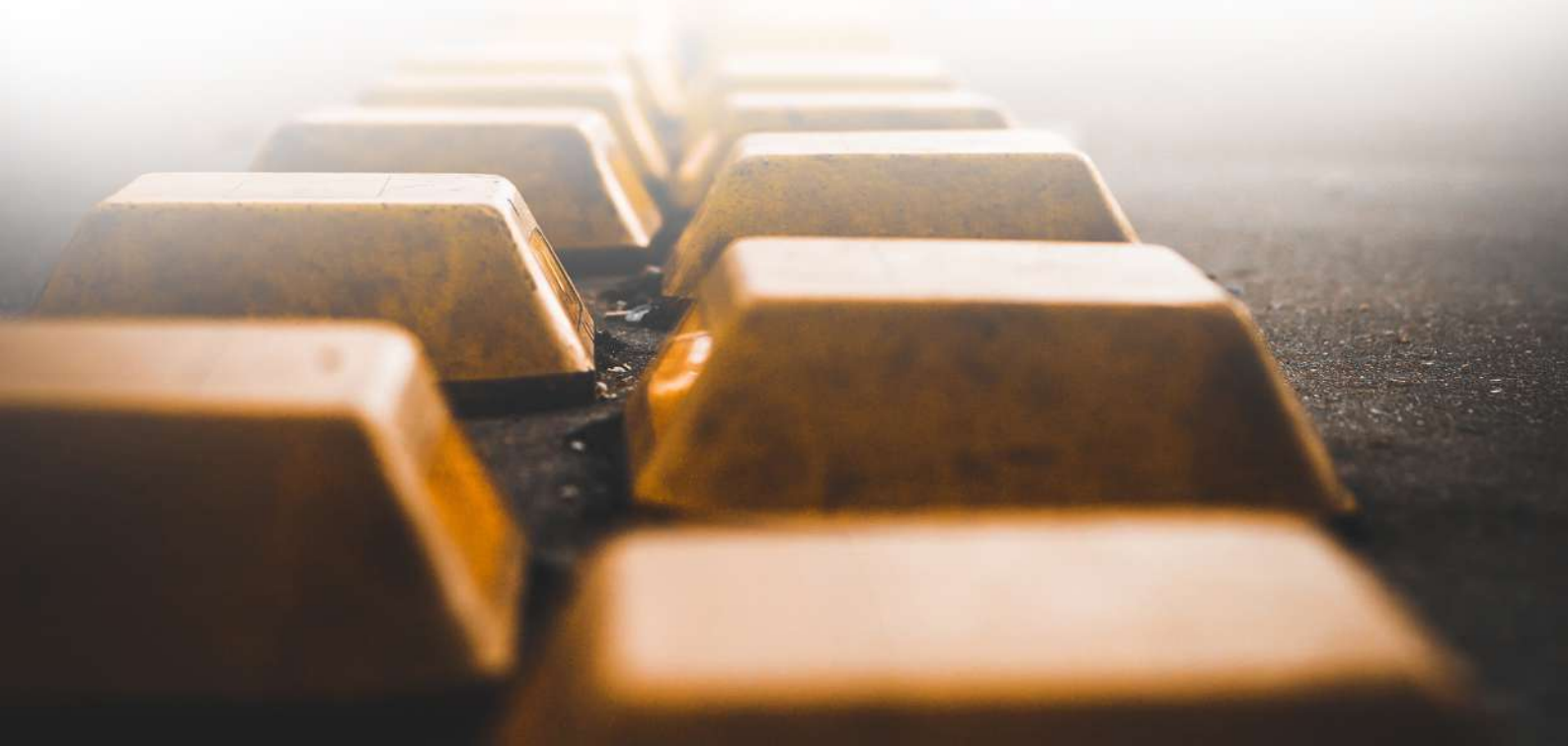
Offering engineered uPVC & Solid PVC doors & windows manufactured using advanced European technology.

VISION

Design + Construction; To enrich the quality of the infrastructure ecosystem with smart, safe and integrated solutions.

MISSION

- 1) To introduce innovative solutions to help accelerate sustainable development & growth.
- 2) To build & grow on a foundation of sustainable ethical practices.
- 3) To share latest developments, emerging trends & technological advances with communities.



SERVICES

Technical Personnel
In - House Manufacturing
Semi Automatic Print Line
State of the Art Machinery

A wide range of road safety products & retro - reflective signage to address the modern day need of road infrastructure.

The entire portfolio is divided into different categories to allow the user to easily navigate and differentiate between the various fields of Road Safety. This offers unparalleled advantage to the users as each respective need is better looked after by a separate department. At the same time, a dedicated group of professionals offer specific consultancy and technical expertise to the client, thereby making sure that the client receives the best that is to be offered.

OUR PRODUCT RANGE:

 ROAD SAFETY PRODUCTS

 HORIZONTAL SIGNAGE

 VERTICAL SIGNAGE

 INNOVATIVE SIGN



FACILITIES

Delivering quality and innovative products requires constant upgradation of manufacturing processes and products. A simplified production process combined with state of the machinery helps us to deliver quality products. Traffic jet plus, the latest addition to our design shop, represents our intent to constantly upgrade ourselves and deliver products with improved features and longer life cycles.



Fabrication Shop

10,000 sqft of shed space, individual fabrication lines for individual elements, a dedicated paint booth; with the help of the above infrastructure support and a dedicated workforce, **Descon Sign** offers high quality products in lower than expected delivery cycles. Our road safety and retro reflective signage are in line with the industry standards as outlined by Ministry of road Transport & Highways.

SIGN SHOP

Semi Automatic Print Line + IR Dryer

The Traffic Jet Plus Printer is the most accepted digital traffic sign printer for specification-compliant and warranted traffic signs around the globe.

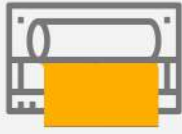
Keeping true to our values of providing better products with enhanced quality, we are proud to introduce our Sign Shop. With the recent addition of **Avery Dennison's Traffic Jet Plus** printer system, we offer state of the art printing quality on traffic media.



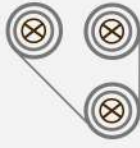
Design to Sign in five easy steps



Design



Print



Apply Overlay



Cut Out Signs



Apply to Substrate

Advantages



Faster Production



Enhanced Quality



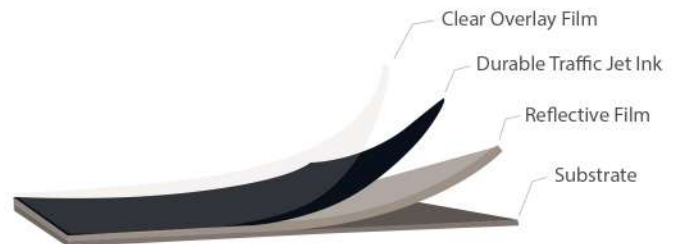
Longer Life Cycle



15 Year Guarantee

QUALITY

With the introduction of the latest printing technology for retro reflective signage, Descon Sign has set introduced a new benchmark. Printed Retro Reflective signage's follow international norms and hence have an overlay film over the reflective surface. This overlay films allows us provide a 15 year guarantee on our product which is an industry first. Much more complex designs can now be achieved with the help of this technology at significantly increased speeds thereby reducing delivery time exponentially.



ROAD SAFETY

An important part of the Road Safety portfolio are various road safety products which are installed to make the road more forgiving. Thereby, ensuring basic safety at all times.

CRASH BARRIERS

Partners with



- Single Faced Single Barrier
- Double Faced Single Barrier
- Single Faced Double Barrier
- Double Faced Double Barrier
- Thrie Beam

ISO 9001:2015

ISO 14001:2004

OHSAS 18001:2007 Accredited Company

Certified by Underwriter Laboratories
(USA), CE (Europe) & API (USA)

New Offerings



Swaged Tubular Poles



Octagonal Poles



High Masts



LDS Panel



AFP (Aluminium Flexible Prismatic Tape)



Flaptape Median Marks



Vehicle Marking Tape



Traffic Barriers



Glass Studs



Convex Mirror



Rubber Wall Reflector



Solar Cats Aluminium Eyes



Solar Plastic Eyes



With Shank Cats Eye



Without Shank Cats Eye



Safety Cone



Spring Post



Reflective Delineators



Wire Rope Barriers



Speed Braker



Rumbler



Median marker



Sound Barrier



Anti Glare



Crash Barrier Reflector

HORIZONTAL SIGNAGE

A language to convey rules and regulations to road users, horizontal signage refers to pavement markings carried out on urban streets, highways, expressways & airports. Pavement markings ensure safety on the pavement by providing guidance and information to road users.



Hot Applied – Thermoplastic Compound

Thermoplastic is a mixture of plasticizers and resins that serve to hold all of the other ingredients together. **Sunmark**, the premium offering from **DESCON SIGN**, is compliant 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)**.



Cold Applied – Water Based Paint

An environmental friendly technique, water based paints save immense potential in the future road marking. **Water based paints** allow for quicker application, thereby allowing streets to be opened to traffic quicker as compared to thermoplastic compounds.



Primer for Concrete Surfaces

An effective solvent-based primer for bonding thermoplastic materials to concrete and worn bituminous surfaces. Its low viscosity facilitates deep penetration into substrates. **PRIMER PQC-10** can be applied by spraying or by brush or roller.



OUR EXPERTISE

- Longitudinal Marking
- Block Marking
- Facility Marking
- Transerve Marking
- Arrow Marking
- Hazard Marking
- Directional Marking

VERTICAL SIGNAGE



Vertical visual fixations provide us critical information and guidance for disciplined and safe driving are vertical signages which are very important factors in road safety and guidance.



Overhead Signs

Overhead signage is extensively used on highway and expressways to display directional information and distance from different destination. Given the font size is large and bold, these signs easily catch the eyes of viewers on the highway from distance.

We manufacture such overhead signs in standard forms and designs as per the norms laid out by the Indian Road Congress.





Cautionary Signs

These are the road signs, which are made to inform the driver about the potential dangers and the hazards on the road.

Our Cautionary sign products are long lasting & meet all necessary requirements regarding traffic safety or environmental issues.



Mandatory Signs

We offer Mandatory and Compulsory traffic signs which are used to inform road users of certain laws and regulations to provide safety and free flow of traffic.



Informatory Sign

We supply Informatory signs ready to be placed on the road to provide essential information about directions, destinations, roadside facilities, for the road users.





INNOVATIVE SIGNAGE

The 21st century is the age of digitalization. The introduction of digital devices and services has made day to day life much easier. Digitalization also helps to provide much more sustainable alternatives as compared to traditional methods/ devices/ services, thus making it necessary for it to be adopted in major infrastructure projects.



Variable Messaging System

Variable Messaging System or VMS is a digital screen which allows for variable messages to be displayed depending upon the need of the hour. This systems allows greater flexibility and is more adaptive to the needs of the road user.

Advantages:

- Very bright display to enable the drivers to see it easily in broad daylight
- Power supply via mains, battery or even solar powered enabling it to be installed virtually anywhere and everywhere
- Customizable dimensions
- Glare-free display by using specialized lens over the LEDs
- Perfectly sealed, weatherproof and resistant to vibrations
- User friendly software interface
- Low power consumption
- Robust design, durable and tough



PARKING
TAKE NEXT
SLIP ROAD

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.

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 Systems
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: **Q10091306180**
Date of Issue of Original Certificate: **08.10.2018** Issue No: **04**
Date of Issue of Latest Certificate: **15.10.2018**
Expiry Date: **07.10.2021**
Re-certification Due on: **08.09.2021**

Note: This certificate is valid only if produced with the communication 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 evidence of the assessed scope given above. Organization is responsible for
maintaining the compliance of the relevant standard rules. Any significant change in the scope of the certificate or standard
notified above under the certificate issued.

Managing Director



This is an accredited certificate issued by SSI Certifications Pvt. Ltd. recognized for use by IASIS
(International Organization for Accreditation Services Inc.) The status of this certificate can be verified on
"http://www.ssi-certifications.com" and "http://www.iasis.com".
Corporate Office: Plot No. 1539, 2nd Floor, Sector-6, Gurgaon-122001, Haryana, India.
Email to: info@ssi-certifications.com, ssi-certifications@gmail.com,
Call us: +91-9646272146, +91-9646036905, +91-9124-496905
Web: <http://www.ssi-certifications.com>.



Certificate of Conformance for Avery Dennison's TrafficJet™ Print System

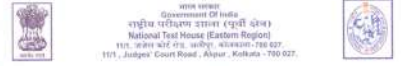
Avery Dennison hereby certifies that the following digital traffic sign converter has a certified
TrafficJet Print System that complies with all related specifications as mentioned in the Avery
Dennison Product Data Bulletin.

Name of Certified Digital Traffic Converter: Descon Infrastructure Pvt. Ltd.
Verification Sample Test Results: Pass
Printer Model: TrafficJet 1638x Printer
Printer Serial Number: HF8U003463
Installed: July 2, 2019
Expiration: July 2, 2020
Date of Certification: August 22, 2019

Very truly yours,

Sandeep Kotnath
Quality Manager

Avery Dennison Reflective Solutions
902 Featherstone Dr.
Mt Prospect IL, 60056, USA
www.reflectives.averydennison.com



परीक्षण प्रमाण पत्र TEST CERTIFICATE

Test certificate no: 10/112008 State of Issue: Code No: 12027774242 Page: 1 No. of pages: 4

Issued to: **DESCON INFRASTRUCTURES PVT. LTD.**
Address: **B-52, Nirala Nagar, Lucknow-226020.**
Customer's Ref. No.: **82/DPL-SM08-092008-11-01**
Registrar No. & Date: **09155/NTH/ER/CH/PJ/05/11/2008**
Description of the test item: **Thermoplastic Road Marking Material-White**
Identification of the test item: **Lot No.: SM-201008010, Brand-SUNMARK**
Date of receipt of the test item: **04/11/2008**
Method used for test: **CL No. 803.4 of MOST**
Sampling procedure where relevant: **As per specification**

Tested By:
Sandeep Kotnath
Sd/Sandeep

Checked By:
Munir Samir Mulla
Munir Samir Mulla
(Senior SDC Chemist)

Approved By:
Ramesh Kumar Gh
Ramesh Kumar Gh
(Senior SDC Chemist)



Avery Dennison (India) Pvt. Ltd.
Manufacturing Division
Jia 44, Karama, Sector
6, Gurgaon, Haryana
India. 122001
Tel: +91-122-2211811, 182 / 183
Fax: +91-122-2211915 / 192

Issued on: 02/01/2019

Certificate of Authorized Converter

This is to certify that - M/s Descon Infrastructures Pvt. Ltd., B-52, Nirala Nagar, Lucknow-226020,
U.P., (INDIA), are appointed as Authorized Converter to carry out the manufacturing, fabricating and
fixing of Road Signs using the Avery Dennison Range of Reflective Products.

Certificate Valid Till- Dec 31, 2019. In case of Expiry of certificate before the completion of the
work, a renewed certificate can be issued.

Thanking you,

Yours faithfully,
For Avery Dennison (India) Pvt. Ltd.

Sandeep Kotnath
Authorized Signatory,
(+91989092020)

उद्योग आदर्श		Udyog Aadhaar	
A			
Type of Enterprise	Micro	Small	Medium
Manufacturing	A	B	C
Services	D	E	F
UAAI No.	UPKA60023208		
Udyog Aadhaar Memorandum			
1. Aadhaar Number	9431744634		
2. PAN Number	AARCD9956A		
3. Name of Entrepreneur	SANGEET SODI		
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		
Location of Plant Details			
SN: Plot/Block No.	Name of Premises/Building/Village	Road/Street Lane	Area/Locality
1	BURLA NAGAR	BURLA NAGAR	BURLA NAGAR
Official Address of Enterprise			
9	B-52 NIRALA NAGAR	LUCKNOW UP	LUCKNOW
10	District	LUCKNOW	State
11	Pin Code	226020	State
12	Mobile No.	917017599	Email
13	Date of commencement	23/02/2014	
14	Previous Registration details if any	UPSD023208	
15	Bank Details	IFSC Code	HDFC0005412
16	Major Activity	Bank Account	IND000471402
17	Activity Type	MANUFACTURING	
18	Investment (Plant & Machinery / Equipment)	25.00 (In LAKH)	
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.			
MyName Mobile App (Beta Version) is available now for download. https://play.google.com/store/apps/details?id=com.averydennison.India			





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

B -52, Nirala Nagar, Lucknow,
Uttar Pradesh, India 226020

Office : +91522-2788020
Mobile: +91-9838106614

Mail: info@desconinfra.com

desconinfra.com

Reflective Signage:



Authorised Convertor:

Thermoplastic Road Marking:

Sunmark

Moonmark

Sole Manufacturer: