

Are you ready to take the road safety marking industry to a higher level? Look no further than TMMA.

TMMA's mission is simple: Accelerate road marking industry innovation for a safer, sustainable road environment.

TMMA is not just driving this conversation, we're leading it. Our global membership works directly with connected and automated vehicle technology providers, road agencies and researchers to maximize our industry's role in improving safety for all road users.

Join TMMA on this journey towards marking a safer future for everyone.

## Member Companies



Join **TMMA** in  
revolutionizing the  
pavement marking  
industry for a brighter,  
safer future.



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Driving Innovation in  
Pavement Marking Safety



## Our Commitment

TMMA is committed to meeting the needs and future demands of our members. We are focused on developing new tools to expand markets and ensure that markings, symbols, and specialty products are properly installed and maintained. TMMA is structured to ensure that the association remains focused on building, marketing, and growing the road marking industry. We look forward to working with you to strengthen our industry.

## Vulnerable Road Users

More than half of all global motor vehicle fatalities involve vulnerable road users, such as bicyclists and pedestrians. In many parts of the world, road marking standards and specifications are outdated or are minimally enforced, and some automobile manufacturers have developed digital mapping technology that completely eliminates a modern vehicle's reliance on pavement markings.

If you're a pavement marking manufacturer or an installer of these lifesaving products, you will need the right solutions to navigate through complicated challenges like these to achieve great success in your business.

TMMA holds the right solutions.



## Who We Are

The Traffic Marking Manufacturers Alliance (TMMA) is a global coalition of industry leading roadway marking and equipment manufacturers dedicated to one mission: Accelerate road marking industry innovation for a safer, sustainable road environment.

Officially formed in 2023, TMMA is an outgrowth of a sustained 10-year effort to understand the impact of vehicle automation on the road marking industry. Building on that effort, TMMA seeks to maximize our role in supporting driver assistance and AV technologies while improving road safety for all road users.

## Driving Innovation

TMMA drives industry innovation by working closely with engineers, academia, policymakers, and other industry stakeholders to keep our industry on the cutting edge. TMMA identifies new processes designed to better support machine vision lane keep technologies, improve vulnerable road user safety, ensure a sustainable future, and enforce industry standards.



## Key Focus Areas

### ✓ CATALYZING MACHINE VISION TECHNOLOGIES

TMMA seeks to catalyze the benefits of connected camera vehicle safety technologies to improve road marking performance, condition monitoring and maintenance cycles.

### ✓ SUPPORT EFFORTS TO ENHANCE ROAD MARKING INDUSTRY SAFETY BENEFITS FOR VULNERABLE ROAD USERS.

Vulnerable Road User safety includes utilizing the latest technologies to improve the installation, monitoring, and maintenance of VRU safety systems. This includes high-visibility pedestrian crosswalks and colored bike and bus lane marking systems.

### ✓ PARTNERING WITH AGENCIES AND EQUIPMENT SUPPLIERS TO ENSURE COMPLIANCE WITH ROAD MARKING STANDARDS.

Effectively and reliably recognizing and interpreting road markings across different locations and jurisdictions begins with system uniformity. TMMA considers uniform road marking systems and standards essential for both human and computer vision systems to function at their full potential. Through partnerships with transportation agencies, TMMA hopes to develop enforceable materials installation standards and specifications ensures industry integrity and a competitive marketplace.

### ✓ DRIVING THE CONVERSATION ON PAVEMENT MARKING MATERIAL SUSTAINABILITY ISSUES.

TMMA seeks a safer more sustainable road marking material industry. As marking material and equipment manufacturers, TMMA is uniquely positioned to prioritize the development of innovative eco-friendly materials and practices.