



PROSIGN
France



PROSIGN WINS THE POTIER PRIZE | 2006

In 2006, the French Minister for Industry presented the Pierre Potier Prize to Prosign for its hot roadmarking product Ostréa®, an eco-design success story.

The product, developed with support from the Ademe (the French Environment and Energy Management Agency), has **three** benefits:

- **Cost effectiveness:** improved performance and ease of use (it lasts longer and dries 10 times faster than traditional hot road paint marking) and costs the same..
- **Environmental** renewable raw materials and greenhouse gas savings
 - Recycled oyster shells replace the limestone mineral component
 - Plant oils and resins replace petrochemical products (Vegemark, a new Colas road paint binder)
 - Direct energy savings with a new type of kettle,
 - Overall 20% reduction in greenhouse gas emissions
- **Social:** contribution to the problem of waste from the oyster-producing industry in Brittany.

