

A close-up photograph of a dark surface, likely a car windshield or window, covered in numerous water droplets of varying sizes. The background is dark and out of focus, featuring several blurred, glowing lights in shades of red, orange, and yellow. The overall mood is rainy and atmospheric.

THE FASTEST WAY TO  
SLOW MOTORISTS DOWN

# AN INSTANT SOLUTION TO ROAD SAFETY



When Joe Mahon, Senior Executive Engineer at the Traffic Department, needed an effective technological alternative to traditional traffic calming methods he turned to Rennicks. " We needed to achieve a reduction in vehicle speed in the vicinity of a primary school in a location that wasn't suitable for traditional traffic calming options (speed bumps). Rennicks was chosen as one of the partners in the project because of a long and proven association with comparable technology." The technology in question was the Rennicks Speed Radar Sign (S), which uses innovative Doppler radar technology to track vehicle spacing and speed, then displays the driver's speed on a high visibility LED display. The signs can also be used to display a fixed speed limit as a warning to motorists.

The Traffic Department bought two Speed Radar Signs for use at Martello Tower in Portmarnock and in Kinseally Village. Joe said, "A target figure of 10% increase in compliance with the speed limit was established as the success/failure criteria. This figure was attained within two weeks and rose to 20% compliance within six months, which has since been retained. The unit has exceeded our expectations and that of our stakeholders in this regard. In the context of what it achieved, the unit

is considered good value for money." When asked whether the decision to choose Rennicks' Speed Radar Sign was based on price, service and technical backup or quality of equipment, Mr Mahon added, " Technical backup was of primary importance for the procurement of the first evaluation until, the other two being of equal importance thereafter. In the light of the current economic situation, price would now be of primary importance in the procurement of additional units. The Rennicks unit remains competitive in all three categories. It also scores highly in another important category – aesthetics of the unit and solar panel." So if you're looking for the fastest, most reliable and cost-effective way to slow your traffic down, the signs all point to Rennicks.



**Rennicks**

Making Ireland's Roads Safer

Rennicks Sign Manufacturing,  
Kilbride, Mulhuddart, Dublin 15, Ireland.  
T: +353 1 885 9200 F: +353 1 885 9210 E: sales@rennicks.com