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(54) Title: YELLOW, HOT MELT ADHESIVE TRAFFIC MARKING COMPOSITIONS

(57) Abstract

A yellow, hot melt adhesive traffic marking composition is described. The yellow, hot melt adhesive traffic marking composition contains 10–25 percent by weight of a hot melt adhesive binder, 5–10 percent by weight of a thermally stable 1,5– or 1,8–substituted anthraquinone colorant selected from a 1,5– or 1,8–substituted anthraquinone aromatic thioether and a 1,5– or 1,8–substituted anthraquinone aromatic thioether polyester, and 65–85 weight percent of a filler. The yellow, hot melt adhesive traffic marking composition of the invention may also contain other components used in traffic marking compositions, such as a reflectivity aid, a plasticizer, or an impact modifier. Other optional components are discussed. The yellow, hot melt adhesive traffic marking compositions may be applied to any paved surface.