

METHOD OF PRODUCING WEAR RESISTANT TRAFFIC MARKINGS

Abstract of the Disclosure

The present invention is directed to a method of producing wear resistant traffic paint composition. In accordance with the method, a traffic marking of a traffic paint composition having low GPC number average molecular weight latex binder when applied to the road surface exhibits improved wear resistance over those traffic paint compositions having high GPC number average molecular weight latex binders. The wear resistance is further enhanced by modifying the latex polymer used in the composition with acetoacetyl functional pendant moiety and amino silane.