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ABSTRACT

The present invention provides a novel photoluminescence road marking material which is useful for a marking of a lane of a road, has a high photoluminescence performance along with a required wear resistance and weather resistance, can find an application not only in a white line, but also various types of other color lines by suppressing a green color tone and can further be imparted with a non-slip performance. There is provided the photoluminescence road marking material in which a resin paste containing a transparent resin component and a photoluminescence pigment component is applied on a surface of a road to form a photoluminescence layer, and the resin paste is compounded with from 7% by weight to 95% by weight of the transparent resin component based on the entire weight of the resin paste.