

# Highway Safety and Road Safety Products



Orion has been making highway flares and other roadside signaling products for nearly a century. Today, we're the world's leading manufacturer.

All of our flare products are made in the U.S.A. under the industry's strictest quality and safety guidelines. When you purchase an Orion product, you're getting the proven best performing, highest quality product you can buy.

## Why Flares are Used

Flares are the **universally understood emergency distress** signal alerting oncoming traffic to a life-threatening situation.

- Three flares create the equivalent "safety zone" as a police car with an activated light bar.
- Flares create a "safety zone" around disabled vehicles, police cars and the citizens and officers or other safety professionals in attendance.
- Flares are used to channel traffic around a disabled vehicle, roadway obstruction or accident scene.
- The glow of a flare illuminates surrounding roadway elements (e.g ., signs, bushes, vehicles) creating a large distress beacon.
- The brilliant and unique flickering of a flare is bright enough to be seen at great distances – yet not so distracting as to disorient passing vehicles.
- Flares self-consume, such that the user does not need to reenter the "danger zone" to retrieve them. (They also allow for unique unattended applications such as unregulated railroad crossings.)
- Flares are used effectively to signal emergency day or night, and in all weather conditions.

## Reasons Americans Rely on Flares as Opposed to Alternatives

### ***Emergency flares are the better solution for many reasons:***

- Flares operate in all environmental conditions – including adverse conditions like fog and snow.
- No alternative product communicates "emergency" like a flare – you **KNOW** there is an emergency when you see a flare and caution is required.
- Because flares self-consume, safety professionals and consumers alike do not need to take extra risk of retrieving item from darkened or dangerous roadway – unlike all alternative signaling products.
- Flares are "self-contained." That means you don't need batteries, a separate light source or anything else to make them function. They are designed expressly for emergency situations.

### **When you compare emergency flares to other signaling devices, you'll find these alternatives come up short:**

#### ***Strobes and LEDs are:***

- Battery dependent (with resulting environmental implications)
- Not sufficiently bright (often less than 20 candela)
- Subject to breakage and theft
- Must be retrieved from dangerous roadways
- An expensive product with ongoing replacement cost
- Capable of becoming a lethal flying projectile because they're more apt to be run over
- Not universally understood as an emergency signal

***Chemical lightsticks are:***

- Not sufficiently bright (less than 5 candela after 10 seconds)
- Virtually useless in daytime conditions (they provide no extra visibility)
- Weather-dependent (cold weather depresses lumens/candela output while warm weather depresses their duration)
- Not understood as an emergency distress signal -- lightsticks are more recognized as a novelty/fun product for children
- Must be retrieved from roadway after use (environmental considerations if not picked-up)
- As an inexpensive alternative low light source, good only for non-emergency uses
- An expensive product when compared to cost of a flare

***Reflective triangles are:***

- Dependent on an independent light source
- Dependent on being set at a proper angle to alert oncoming traffic
- Highly breakable if run over (or blown over by passing traffic)
- Not as effective in daytime or in adverse weather conditions – which is precisely when emergency signally is more likely to be required

An expensive product – particularly when replacement costs are considered