PROTECTING LIVES.

ROAD SAFETY
Everywhere in modern society people are constantly on the move. Saferoad strives to make life on the road safer.

On our way to work, in our daily business and social lives, we drive along roads and highways. Sometimes at high speeds.

The world is a dynamic place and we expect our surroundings to be safety-tailored for our daily habits. Moving in traffic is such a big part of our everyday lives that we hardly notice that we are surrounded by road safety solutions. At Saferoad we are one step ahead.

Next time you are on the road, take a look around. Saferoad products and solutions are everywhere, contributing to a safer life for people on the move, whether it’s by foot, bike or car. We want you to arrive safely. This is our mission.

Have a safe journey.
About Saferoad

Saferoad Group has roots in the North Western part of Norway where operations started back in 1947. Today, the Group has expanded its activities to more than 20 countries in Europe, offering a comprehensive product portfolio within the road safety and road infrastructure business.

We continuously work to develop our products and our dedicated R&D teams are committed to improve, optimise and extend our current product portfolio. We offer extensive technical expertise in combination with strong local presence, which is of great advantage to our customers.

Our mission is to contribute to a safer life on the road and our products and solutions actively contribute to reduce the number of serious injuries and fatalities in traffic accidents.

Our focus on product development, high quality standards, best service and vast experience makes us a responsive and reliable partner.
Our values

Saeroad’s values is the foundation of our business. They shape the character of the organisation, guide decisions and actions and provide a framework for our interaction with colleagues, customers and other stakeholders.

Respect

Respecting people and organizations is fundamental. Respect generates openness, honesty and security in the working environment. Equality and fairness will characterize the way we deal with colleagues and partners.

Care

A caring culture makes a strong company. Through humility, support and a constructive response we can all contribute.

Drive

Enthusiasm and drive are essential to achieve results and success.

Integrity

Integrity and credibility can only be earned through the behaviour, competence and performance of each and every one of us.

We deal with people in a professional way, whether they are customers, partners, colleagues or other stakeholders.

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Our product areas

› Road restraint systems
› Signs
› Road marking
› Work zone protection
› Lighting columns
› Noise protection
› Street furniture
Road restraint systems

Guardrails, bridge parapets, pedestrian guardrails and energy absorbing systems

Saferoad offers a comprehensive product range of road restraint systems, which covers all areas of use on roads and motorways and can easily be adapted to local conditions and requirements. With leading brands such as MegaRail, SafeStar, Vik and Birsta, we cover a wide range of containment levels.

In end terminals, we offer SafeEnd, as one of the first end-terminals that has been tested in accordance with the coming standard prEN 1317-7. Hence, it represents the next generation of energy absorbing terminals.

The main function of crash cushions is to prevent lethal damage to car passengers when crashing into static objects. Our own CrashGuard series have the highest level of certification and offers a wide range of sizes, depending on the area it should secure.

Our bridge parapets combine modern design with a high level of safety, and are well suited for use in areas with high demands for aesthetics. The modular structure of the parapets contributes to quick installation and low cost.

Our core markets

Belgium    Czech Republic    Denmark    Estonia    Finland
Germany    Italy    Israel    Latvia    Lithuania
Netherlands    Norway    Poland    Romania    Slovakia    Sweden    United Kingdom
We offer digital printing of traffic signs and we produce mechanical signs, electronic variable message signs and LED signs.

Saferoad offers a complete range of signs, masts and gantries. In Norway, Denmark, Sweden and Poland we are a complete manufacturer of traffic signs in and all signs are manufactured according to national rules and regulations.

Our core markets
- Czech Republic
- Denmark
- Norway
- Poland
- Sweden

We design and produce our own range of signs posts and gantries, which are offered in both steel and aluminum. Our safety poles are tested and approved in accordance with EN 12767.

For highway projects we offer turnkey solutions with calculation, design, products, installation and project management.
Temporary marking tapes ensure that drivers are able to navigate roadwork sites on motorways and other main roads safely both during the day and at night. Permanent road marking tapes are intended for long-term use as type II marking.

Road marking is used on roads to provide guidance and information to drivers and pedestrians. Standardization of road marking is a crucial aspect in minimizing uncertainty about their meaning. Saferoad’s sphere of action is comprehensive but the operational focus is at regional and local level.

Saferoad offers different types of road marking to fit the customers’ requirements concerning durability, quality and safety. Road marking not only means guidance but also safety. Rumble strips on highways and country roads are one of our most cost-efficient measures to reduce accidents.

Our core markets
- Belarus
- Czech Republic
- Denmark
- Germany
- Norway
- Poland
- Sweden

Our thermoplastic, cold plastic or paint products are made of high-quality materials. All types of material are applied with state-of-the-art machines and equipment, utilizing the latest available technology for highest possible precision, quality and capacity.

Road marking
Thermoplastic, cold plastic, paint, tape and milling

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Saferoad take great pride in offering our customers a turnkey solution where we take care of every step and ensure safety for workers and people on the move in traffic.

Among our services we offer education of road workers and we are happy to assist our customers with obtaining permit and preparing traffic accommodation plans.

We offer a wide range of high quality products for sale or rental and take care of the complete installation and decommissioning of the work zone area.

Work zone protection
Mobile barriers, warning trailers and mobile traffic lights

Our core markets
- Czech Republic
- Denmark
- Germany
- Norway
- Poland
- Sweden

Due to a general growth in traffic and the drastic increase in international transit in the course of EU expansion, the number of roadwork is rising steadily and the requirements for safety and efficiency are increasing.
In addition to safety, Saferoad focuses on aesthetics and design. We want to create exciting public spaces with a positive and inviting character and a unique identity, by combining the functional with the aesthetic demands. By having a close dialogue with our customers and planners, we contribute to form an idea into a design.

To ensure a long lifespan, we offer various corrosion protections, such as hot dip galvanizing, powder coating, wet paint or thermoplastic. Our methods are of the highest corrosion protection standards (C5M) and all products are available in all colours of the RAL and NCS scale.

Our core markets
- Sweden
- Norway

Lighting columns
Standard, decorative and passively safe columns
Stepped, cylindrical and conical columns

The main purpose of street lighting is to improve the safety of the travelling public and to improve the sense of security in the areas where people live and work.

Saferoad manufactures a complete range of lighting columns and masts for all application areas. The use of passively safe lighting columns is becoming increasingly important on both highways and rural roads. The columns absorb the movement energy of the colliding vehicles and reduce speed in a controlled manner to a safe level. Our products are available in all crash test categories, HE, LE and NE.
Standard noise protection elements are manufactured depending on requirements in reflecting, single-sided or double-sided high-absorbing variants. Transparent noise protection elements are required wherever it is desirable to preserve scenic vistas and where other solutions would block the view.

NoiseGard, our mobile systems are available in different heights and any length. The significant advantage of the NoiseGard professional series is that they do not require a foundation. The sound insulation and absorption properties of these systems meet stringent requirements and even surpass DIN traffic noise standards.
Through our own R&D organisation and collaboration with successful suppliers, we offer a wide range of sustainable and aesthetic products and solutions. This enables us to create innovative, convenient and safe public spaces. **We call it Urban Harmony.**

Our core markets

- Denmark
- Norway
- Sweden

Street furniture

Bicycle parking solutions, benches, tables, litter bins, urban barriers, and section and ornamental railings

Urban environments are changing, the green shift aims to reduce the use of cars, which will require well-functioning public spaces and an increase in the number of cyclists, pedestrians and the use of public transportation.

Saferoad is a leading Scandinavian supplier of products and solutions for urban areas.

We believe that all people should feel comfortable in public spaces, and our mission is to create attractive and urban environments.
In-house production of our key products provides several advantages to our customers in terms of:

- Short lead times
- Punctual and timely delivery
- Flexibility from quick order response
- Local proximity to product know-how and technical expertise
- Quick modifications and adaptions
- Customisation to local customers’ needs
- Compliance to local requirements

As one of the leading European suppliers of road safety and road infrastructure solutions, Saferoad offers strong local presence with several production sites across Europe. Our production sites are home bases for our technical experts and nesting places for research and development.

With a strong technical know-how, we optimise, improve and extend our current product portfolio and focus on swift assembly, ease of repair and flexible adaptation to local conditions and requirements.
Strong local presence

Our road safety business has strong local presence across Europe, with several sales offices and production sites that ensures close contact to our customers and efficient delivery of products.