



Press Release: Contractor-Driven Innovation Sets New Standard for Durable–Sustainable Marking Systems

Sydney, Australia | 16th September 2025 | [Rayolite Australia Pty Ltd](#), is proud to announce the launch of the **VITALINE H₂K Durable Pavement Marking System** — a breakthrough **two-component waterborne pavement marking paint** that combines **ease of use, durability, and safety** to help the Australian road marking industry move beyond legacy products.

VITALINE H₂K is more than just another paint. It has been designed to perform with the **simplicity of a waterborne paint** but the **long-life strength of a two-component system**. This product is born from the **DOW DURATRACK™ technology**, brought to life by the passion of industry veterans who wanted something better for contractors and communities.

- **Phil Filewood**, a chemical engineer with decades of experience making road marking paint, implemented **DOW DURATRACK™**, an innovative two-component acrylic-epoxy technology from their experience around globe into Australia and successfully refined it into a contractor-ready solution that is reliable, easy to use, and built for long-term performance.
- **Dave Eldridge**, who started out as a 16-year-old apprentice working alongside the Petty family, and later pioneered the introduction of large glass beads into Australia. Drawing on that history and his own frustrations with legacy paints, he helped shape a system designed to finally work for contractors.
- **Greg Petty**, continuing a family legacy in road safety, Greg has been the constant driver of Rayolite's mission: to champion safer, smarter solutions and to lead the industry beyond legacy products into a more sustainable future.
- **Ron Moore**, a cornerstone of the Guidance team, bringing structure, discipline, and steady leadership to the crews who trialled and refined the product on real projects, turning innovation into proven, field-ready results.

Together, they have created a product designed **by line markers, for line markers**.

Built to Solve Real Problems

For decades, contractors have been burdened with noxious smells, chemical sensitivities, urgent pot-life windows, and the unreliability of legacy products. **VITALINE H₂K** changes that.

- 📢 **No smell, no chemical sensitivity**
operators report “no headaches, no rashes” and even called it a “no brainer”.
- 🛠️ **As easy to use as waterborne paint**, with the **durability of a 2-component system**.
- ⌚ **Long pot life** reduces waste and removes the rush of application.
- 🎯 **Applied using standard single-component airless spray equipment** no specialised gear needed.
- 🚗 **Suited to long lines, coloured surfacing, and carpark marking** where long-life durability is critical.
- 🌱 **Performs where thermoplastic struggles**, such as aged or cracked surfaces and concrete substrates where flexibility and adhesion are issues.



For Asset Owners & Road Authorities

This new **Durable Marking System** delivers clear advantages for asset managers and road authorities seeking safer, more sustainable, and cost-effective outcomes:

- **Longer Life, Lower Cost** – Durable performance featuring **DOW DURATRACK™ technology** reduces repainting cycles, traffic management needs, and overall lifecycle cost.
 - **Network Efficiency** – Fast, clean application with standard equipment minimises lane closures and disruption to the travelling public.
 - **Enhanced Safety** – Brighter, longer-lasting lines improve visibility, reduce driver error, and aligns with Safe System and Vision Zero commitments.
 - **Sustainable by Design** – No toxic fumes, lower emissions, and reduced material waste support environmental and net-zero targets.
 - **Versatility Across Surfaces** – Performs where thermoplastic struggles — including aged pavements, cracked bitumen, and concrete, extending the life of existing assets.
 - **Future-Ready Infrastructure** – Consistent, high-quality markings designed to support driver-assist and autonomous vehicle technologies.
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Shaping the Future of the Industry

Rayolite see this technology not as a product but as a **pathway for the industry to evolve**. Legacy products such as CAP, thermoplastic and solvent-based paints have created ongoing challenges from environmental impact to operator health.

"This is bigger than one product," said Leesa Petty. "We are committed to leading the industry transition toward safer, smarter materials. By working with road authorities, councils, and contractors, we can accelerate the adoption of 2 component waterborne products that deliver better outcomes for workers, communities, and infrastructure."

By combining global materials science with local passion and expertise, this point represents the future of road marking in Australia: **cleaner, safer, more sustainable, and built to last**.

About Rayolite

Rayolite is a proud third-generation Australian business specialising in road safety solutions, including reflective raised pavement markers, premium road marking paints, and innovative road safety products.

About Guidance

Guidance is a leading road marking contractor known for their commitment to innovation and safety across Australia's road infrastructure, delivering quality projects with a dedicated highly skilled team known for their reliability and hands on approach.

Together, **Phil Filewood, Dave Eldridge, and Greg Petty** share not only decades of innovation and leadership but also the rare honour of Life Membership with the Roadmarking Industry Association of Australia (RIAA) — recognition of their enduring commitment to supporting the road marking industry and its people across generations.



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