

Roadmarque® gains market acceptance

Independence, flexibility and cost effectiveness contribute to success

The road risk management solution Roadmarque® has gained wide acceptance in the marketplace since its launch in its current form in November 2008. Dr Gerhard Manogg from Imagitech Ltd (the owners and developers of Roadmarque®) said: “We have established a growing reseller network of currently 18 organisations and now have over 35 customers benefitting from using Roadmarque® in the context of reducing occupational road risk. This is a real result given the short time we have been in the marketplace. Our customers value our independence, our flexible and relevant approach to their needs, as well as our customer care - second to none in terms of responsiveness and ability to help produce results.”

Roadmarque® is underpinned by an active ongoing development programme. Due to their independence (Imagitech does not sell face to face training, and all recommendations are optional) the Roadmarque® assessments are cost effective, transparent, and designed to highlight risk areas. This helps the customer decide what mitigating measures should and can be taken in a cost effective way with maximum impact. Everybody's needs and budgets are different, and Roadmarque® is designed to cater for this.

Check www.roadmarque.com for further details. Roadmarque® will be shown at Road Safety Expo on 12th November 2009 at the QEII Centre in central London.

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