CASE STUDY:
SMC Adds Competitive Edge to AlertTile® Safety Products

The familiar bumpy panels you see at crosswalks, wheelchair ramps and transit platforms are known as detectable warning systems. Introduced in 1990 after passage of the Americans with Disabilities Act, they are “tactile” cues that alert blind and visually impaired pedestrians to dangerous situations such as moving vehicles.

Alex Munroe, the founder and CEO of AlertTile, went to work as a salesman for these new products right out of college. In 1992, as the new market was ramping up, safety concerns prompted the government to shutdown new installations. This forced many suppliers out of business — including his employer. When the suspension was finally lifted in 2001, he founded AlertTile with a mission to become the best supplier in the market.

Their first product was made of 100% recycled tires. Popular with many customers, the fact that it could only be produced in black was limiting.

For their second-generation products, their material choice was FRP. The product’s detailed domes and textures are a natural for compression molding, the durable material stands up in tough outdoor environments, and the panels could be produced in vibrant, long-lasting colors.

Connecting with the right molding partner was the hard part. As Alex tells it,

> *"The world of composites was completely new to us, and problems with our supplier had things at a standstill. A friend recommended that we contact MFG because they were the best in the industry. A week after our first conversation, our tooling had been moved to MFG and we were in business."*

"Besides efficiently on-boarding our project, MFG helped us make the product better. For example, our flexural integrity and UV-stability are the very best in industry."

RESULTS: Today, AlertTile is recognized as a best-in-class product and approved by major cities and transportation departments in every state of the US.

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