

# FACTS & FRICTION



**Fact #1:** SCRIM® data - GPS-linked continuous pavement friction, texture, IRI, and grade/curve/superelevation - is a precise, granular diagnostic tool to help materials, maintenance, and safety engineers make informed decisions about road management.

**Fact #2:** WDM's expertise in integrating SCRIM® data into decision-making is drawn from close collaboration with industry, research, and Federal, State, and Local transportation authorities in more than 30 countries.

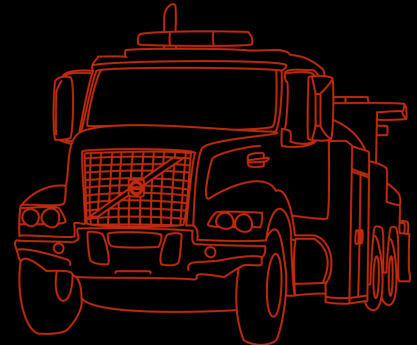
**Fact #3:** WDM's Consulting Team develops projects, programs, and policies that distinguish the facts from friction and accelerate gains from pavement friction management.

**Fact #4:** WDM delivers cutting-edge safety and pavement management insights that help clients establish a comprehensive and proactive approach to delivering the right treatment at the right place at the right time.

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