

WHY IS ROADMAT USED?

Cow waste is all too familiar for people who live on or travel around the roads of rural New Zealand. It's not just the smell, which they find unpleasant, but cow waste is inconvenient to motorists, can damage roads and in some instances can be a driving hazard. Roadmat was designed as an effective, economical and convenient way to combat both problems and is aimed at farmers who shift stock on minor roads. Roadmat prevents the road becoming slippery by minimizing the waste that is spread over a large area of the road. Subsequently it can prevent break up of tar seal, which deteriorate over time by the waste.

HOW ROADMAT WORKS

Kept at the side of the road Roadmat is rolled out over the road when the cows are due to cross. Once the herd cross the road on the mat, it's then rolled back up for its next use. It is recommended the herd is introduced to the mat slowly, to ensure the cows become familiar with its texture and feel comfortable using it.

In order to make cows accustomed to Roadmat, we suggest it is initially installed away from the road, where in the race cows can safely familiarize themselves with it. Roadmat is specially designed to look the same as the tar seal – it's environmentally pleasing and will not spook the cows.



HOW ROADMAT IS MADE

Roadmat is made from high quality synthetic fibre exclusively sourced from USA. This woven geotextile fabric with its extremely durable and hard wearing capabilities, means its perfect for long-term performance. The Roadmat is also resistant to natural chemicals and is non-absorbent, which means its actual weight remains constant.



Specifications: The average size of Roadmat is between 7M-8M in length and 5.2Mtrs in width. Roadmat can also be tailor-made to any size specified by the customer. An average Roadmat weighs approx 40kg.

CARE OF THE ROADMAT

We have had mats in use for 7 years and so far they've shown hardly any evidence of wear. A Roadmat should last a long time provided a regular maintenance plan is adopted.

For best results it is recommended Roadmat is turned upside down every two months and perhaps towed behind a four-wheel motorbike over a paddock. This ensures that the unwanted waste is disposed of with ease.

WHAT ROADMAT USERS SAY

"It's really good and keeps the road clear".

H B – Waharoa

"I'd recommend this to other farmers. It's very easy to operate and extremely convenient".

P G - Springdale

THE BACKGROUND

Roadmat was designed by Huntly outdoor and technical fabric specialist Peter Sweetman. The successful inventor of Cowmat. The invention was as a result of a request by the local Council, who were investigating economical ways to minimize road damage caused by cow waste and to reduce the potential risks and inconveniences motorists face on rural roads. After some experimentation Peter Sweetman devised the Roadmat concept. The Roadmat was trailed with a number of local farmers who have pledged their support to the product and most New Zealand Councils have expressed interest in it.

ROADMATTM