**Children draw attention to road safety with their artwork**

 **Elementary school students in Wiesbaden design a speed camera column just in time for the start of school to draw attention to speeding drivers.**

[Wiesbaden, 09/18/2023]

Under the motto "Summer Holidays", Wiesbaden's 3rd and 4th grade elementary school students took part in an exciting painting competition on the topic of "Road Safety" and put their creativity to the test, because especially during the vacation season, many families are on the road by car. Eight lucky winners can now be proud: The students' artwork has been immortalized in stylized form on a speed camera column in Wiesbaden.

On the 18th of September 2023 the official inauguration of the speed camera column with the winning pictures took place, where the young artists proudly presented their works. The speed camera column is located on the Konrad-Adenauer-Ring directly in front of a large gymnasium, which is used by several schools and sport clubs. The colorfully designed speed camera column is intended to send a positive signal to all road users and, as a symbol of traffic safety, to permanently adorn the Wiesbaden cityscape - because road safety is important, especially for children, and not just at the start of school.

Representatives of VITRONIC, the city of Wiesbaden, the implementing agency and the schools were present at this moment. "We are thrilled with the creativity and commitment of the Wiesbaden elementary school students to this project," emphasized Britta Weiser, Director Global Marketing at VITRONIC. "The speed camera column will not only serve as a traffic measurement system, but also as a reminder of who we adjust our speed for."

This campaign was launched by VITRONIC as part of this year's Road Safety Day to raise awareness of the issue of "road safety" among young people in a fun and creative way. "Speed monitoring is an indispensable field of work for the traffic police, especially when it comes to the safety of the most vulnerable, our children. Children have not yet developed the perfect traffic behavior and therefore speed monitoring measures are of major importance to protect our children." Winnrich Tischel, head of the Wiesbaden road traffic office, said.

Under the motto "We for #VisionZero", the technology company is actively working together with the German Road Safety Council (DVR) to draw attention to road safety. With speed monitoring, the speed camera columns of the Wiesbaden-based company VITRONIC ensure more safety in road traffic worldwide every day and contribute to the reduction of serious traffic accidents.

**About VITRONIC**

VITRONIC is the world's leading innovation driver for machine vision, enabling its customers to master the challenges of tomorrow.

The family-owned group of companies develops forward-looking solutions in the form of specialized products and software for image-based quality inspection, identification and process optimization, which find application in the growth sectors of automation and traffic engineering.

VITRONIC solutions make an important contribution to helping shape a safe and sustainable world. The existing limits of what is economically feasible are constantly being questioned in order to achieve the highest quality and productivity, for example in the production of automotive and pharmaceutical companies. Worldwide, Auto-ID solutions in logistics centers and at cargo airports, take over the reliable and efficient recording of shipments and thus ensure a transparent flow of goods.

In the transport sector, VITRONIC offers leading technology for increased safety on the roads, for optimizing traffic flow and for recording road usage.

Open and honest dealings with our customers form the foundation for jointly exploiting technological and process potential to the full. Joint success forms the basis of long-term cooperation with companies such as B. Braun, BMW, Daimler, DHL, UPS, Toll Collect, Fresenius and Sanofi as well as with public clients.

Since its foundation in 1984, VITRONIC has been growing continuously for almost 40 years. The current annual turnover (2022) is 208 million EURO and the company is currently represented on five continents in over 80 countries with approximately 1,300 employees.

Development and production of VITRONIC systems are located at the company headquarters in Wiesbaden. VITRONIC subsidiaries in North America, Europe, Asia and Australia, as well as a worldwide network of sales and service partners, provide local support to international customers.

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