



PRESS RELEASE

26/08/2020 - MOORSELE

BOPLAN® unveils the first “Race Totem” for more safety during cycling races

The Race Totem is the latest safety solution from BOPLAN® and specially designed for cycling races. The 2m40 high plastic totem was shown “live” for the first time during a press presentation at the head office of the BOPLAN® company in Moorsele, Belgium. Obstacles on the course are clearly indicated and secured with the totem. Risks of collision and injury are drastically reduced, for the riders as well as for the marshals and helpers.

Due to its striking yellow color, its height of 240 cm, a pulsating light at the top and an audible warning signal, the Race Totem mainly has a signalling function. The riders are warned from a distance of potential hazards on the course, such as traffic islands, road narrows, traffic signs, etc. In addition, large black arrows indicate on which side the obstacle must be passed. In the event of a collision, the risk of physical injury is drastically reduced by the impact-absorbing plastic material from which the totem is made.

A number of recent incidents have painfully revealed that better security during cycling races is absolutely necessary. As a result, the adequate securing of the course has become a priority for every organizer of race events. In a number of cases, the deployment of human signalmen at critical places on the course proves to be insufficient. As a result, both the cyclist and the signalman run the risk of serious injuries from a collision.

“Unfortunately, it is not possible to guarantee that every race takes place without incidents. In most cases, however, we can greatly reduce the severity of an accident,” said Xavier Ramon, owner and CEO of BOPLAN®. *“With our Race Totem we make an easily deployable effective safety solution available to all race organizers and we hope to contribute to more safety during the race”.*

For more than 20 years, BOPLAN® has been developing and producing innovative plastic collision protection solutions for industrial, logistics and production environments. Under the name “BOPLAN® SPORT”, the company now puts its expertise at the service of the sports world, with the mission of increasing safety during sporting events and avoiding serious accidents.

The Race Bumpers from BOPLAN® were first seen last year during the 2019 [E3 BinckBank Classic prize in Harelbeke](#), Belgium. They were deployed in 65 critical places along the course.

Continued >

Press contact: Bram Robichez Marketing & E-Commerce Manager

T: +32 (0) 56 20 64 20 **M:** +32 (0) 460 97 10 17 **E:** B.Robichez@boplan.com **W:** www.boplan.com

This year, BOPLAN® now also offers the new Race Totem in addition to the bumpers. These “signallers with super power” provide next-level security. Human signallers can then be deployed more efficiently in places where their presence offers real added value.

The most important features of the BOPLAN® Race Totem at a glance:

- ✓ great signalling value due to:
 - large size (H 240 x W 120 x D 90 cm)
 - striking yellow color
 - sound signal up to 92 dB
 - light signal at the very top
- ✓ direction indication for the riders on which side to pass
- ✓ made of impact-absorbing polymer plastic
- ✓ curved design reduces risk of injury in a collision
- ✓ can be weighted for optimal stability
- ✓ easy and quick to deploy
- ✓ can be equipped with a GPS tracking system

Go to www.boplansport.com and click on **Press Room** to download high resolution images and more info about the BOPLAN® Race Totem and the BOPLAN® Sport safety solutions..

About BOPLAN®

BOPLAN® is the worldwide market leader in “high performance safety systems” for industrial applications. In addition to the head office, located in Belgium, BOPLAN® currently has 6 own offices abroad (France, the Netherlands, Germany, United Kingdom, Spain and North America) and works with numerous distributors to sell its products. Since its foundation 20 years ago, the group has experienced strong international growth..

BOPLAN® designs, develops and produces durable and highly efficient fall and impact protection for the most demanding environments. All safety products have only one goal: the protection of people, vehicles, buildings and infrastructure. For the production of our safety products, we only use high-quality and very high-performance plastic, the properties of which far exceed those of traditional raw materials.

The modular safety systems from BOPLAN® are the most innovative on the market and protect numerous industrial halls, warehouses, production halls, airports and drilling platforms and (petro) chemical sites worldwide. We have a safety solution for every specific application.

Press contact: Bram Robichez Marketing & E-Commerce Manager

T: +32 (0) 56 20 64 20 **M:** +32 (0) 460 97 10 17 **E:** B.Robichez@boplan.com **W:** www.boplan.com