

CASE STUDY SERIES: In the Field with LifeMark



D2K Traffic Safety, Inc. –

Chicago, Illinois | Pavement Marking and Traffic Control Contractor | LifeMark®-100 System

Title: *An Industry Leader Invests in Automation for Safety and Efficiency*

Subtitle: *Legacy Meets Innovation: How D2K Is Setting a New Standard in Pavement Marking Operations*

"If you're going to be in the striping business, you need this system."

— Kathi Holtz, Chairwoman

HIGHLIGHT PANEL

System Used: LifeMark®-100

Industry: Pavement Markings

Location: Chicago, Illinois

Primary Benefit: *Reduced labor by 90% while improving accuracy and safety through automation.*

Overview

With a deep legacy in pavement marking and a passion for advancing road safety, D2K Traffic Safety, Inc. has become a trailblazer in adopting new technologies. Under the leadership of Kathi Holst—who recently celebrated 45 years in the industry—D2K has continually embraced innovation. In 2025, the company added the LifeMark®-100 Auto Layout System to its fleet, underscoring its ongoing commitment to protecting workers, improving efficiency, and setting a new standard for professional excellence in pavement marking.

Company Background

Founded in 2013 by Kathi Holst and her daughter, Devon Clay, alongside Mark Long and his daughter Meagan, D2K Traffic Safety is a full-service pavement marking contractor based in Illinois. While the company is now in its twelfth year, its foundation is backed by decades of experience. Kathi, D2K's Chairwoman, has been a key figure in the industry since 1980, beginning her career with Warning Lights of Illinois. She advanced from auditor to CFO before launching her own ventures—eventually helping to lead and sell multiple companies, including NES and RoadSafe.



Kathi's decision to come out of retirement and build a new company alongside her daughter was fueled by a passion to do meaningful work and pass along a legacy of leadership and safety in the road construction industry.

A nationally recognized voice in work zone safety and pavement marking best practices, Kathi served as chairperson of the American Traffic Safety Services Association (ATSSA) and continues to champion innovation in the field.

"This isn't just a business to me. Every day we show up, we're saving lives. And the tools we use make a difference," said Kathi. "When I saw what the LifeMark®-100 could do, I knew it was time to invest."

Why LifeMark®-100

D2K invested in the LifeMark®-100 as part of its forward-looking strategy to increase safety, boost productivity, and streamline layout operations. The system automates the layout of

pavement markings using precision geospatial data and eliminates the need for manual string lining and measurements. It's ideally suited for contractors like D2K that perform pavement marking jobs in both urban and highway environments.



"We're no strangers to tough jobs with tight timelines," Kathi said. "But the LifeMark®-100 gave us something we didn't have before—repeatable, accurate layout without risking a crew member's safety in a live lane."

What stood out to Kathi and her team was how easy it was to integrate the LifeMark®-100 into their workflow. With minimal training, operators were able to begin laying out jobs with a level of precision and speed that was previously only achievable through high-labor, high-risk methods.

"We didn't need a tech guru to run it," she noted. "If you know layout, this system becomes your best partner."

"The efficiencies that could be realized with this—I mean, it's a no-brainer. It was just a no-brainer," Kathi added.

"If you're going to be in the striping business, you need this system. That was my take."

Results & Impact

- **Worker Safety:** Reduced need for boots on the ground during layout means lower exposure to live traffic.
- **Operational Efficiency:** Faster job setup, fewer reworks, and higher confidence in markings.
- **Enhanced Accuracy:** Geospatial consistency from job to job, even across large-scale interstate projects.
- **Economic Benefit:** Dramatic labor savings and crew resource optimization.

"We tracked 118 hours of layout work with just one person using the LifeMark®-100," Kathi explained. "That same output would have required five or six crew members working in teams—easily ten times the labor hours. That's over 1,100 hours of labor condensed into just 118. The savings are incredible."

This level of productivity allows D2K to reallocate labor to other high-value tasks while keeping layout timelines tight and predictable. It also significantly reduces the total number of workers exposed to live traffic during layout operations—an immeasurable safety gain.

- **Leadership in Innovation:** D2K continues to influence peers across the industry by leading with action.

“This is about staying ahead—not just for business, but because it’s the right thing to do,” said Kathi. “If I can send even one less person into a dangerous situation and still deliver perfect layout, why wouldn’t I?”



Message to the Industry

As a respected voice in pavement marking and safety, Kathi hopes others in the industry see automation as not just an option—but a responsibility.

“If you’re on the fence, I’d say this: You owe it to your crew to at least look at what the LifeMark®-100 can do. Our team matters too much not to.”

D2K is not alone. With nearly 100 LifeMark®-100 systems already in the field, a growing number of contractors are discovering the value of automation in layout operations.

Final Thoughts

D2K’s integration of the LifeMark®-100 Auto Layout System reflects not only a smart operational move, but a values-driven commitment to worker safety and performance excellence. With nearly five decades of experience, Kathi Holst and her team continue to lead by example—proving that the right technology, in the right hands, can change the game.

“I didn’t build D2K just to follow the industry—I built it to lead. And that’s what this system helps us do.”

Want to learn how the LifeMark®-100 can work for your paving or layout operations?

Visit www.limntech.com or contact us at sales@limntech.com