

Strategic Planning for Your LifeMark®-100 Investment

by [Greg Driskell](#) | [LifeMark-100](#), [Safety and Efficiency](#)



For many contractors and DOT crews, the automation journey begins with a single **LifeMark®-100 system mounted on a pickup chassis** — and for good reason.

This setup offers maximum flexibility: one vehicle that can **survey, record, and automatically lay out pavement markings** — all from a compact, nimble platform that's easy to deploy across job sites.

But what comes next?

That depends on your operations — and your strategy.

What Factors Should You Consider Next?

Once you experience the productivity boost and safety benefits of a **LifeMark®-100**, the next question becomes:

Do we need a second (or even third) system?

Here are a few key factors that influence that decision:

- **Company size and layout volume**
- **Project types** (e.g., highways, intersections, milling, resurfacing)



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- **Pavement marking fleet size**
- **Average miles between mobilizations**
- **Daily production demands**

What Other LifeMark® Owners Are Doing

Many of LifeMark®-100 owners operate more than one unit, with some owning 10 or more.

This isn't just a sign of success — it's a strategic choice. Companies are seeing the economic and operational advantages of expanding their **LifeMark®** fleets.

To determine whether a second system makes sense for you, try our [**\[LifeMark®-100 ROI Calculator\]**](#)

This tool compares the cost of your current manual layout method to **LifeMark®**'s automated process, factoring in wages, mileage, and efficiency.

When Distance Drives the Decision

One of the most common triggers for expansion is **mobilization distance**.

If your crews travel more than **50 miles** to job sites, a single **LifeMark®** system — no matter how efficient — can become a logistical hurdle.

Here's a smarter alternative:

1. **Use your pickup-mounted LifeMark®-100 to record layout ahead of time.**
2. **Upload that layout to the cloud.**
3. **Equip your pavement marking truck with its own LifeMark® system** so it can lay out and stripe the same day — with no delay and no second trip.

This approach keeps your projects moving and your crews productive.

Record-Only vs. Full Layout Systems

We also offer the **LifeMark®-90**, a system dedicated solely to **recording and surveying**. It's a great solution for certain workflows, but many customers ultimately choose to invest in the full **LifeMark®-100**, gaining both recording and layout functionality for a relatively small increase in cost.



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Still One of the Most Versatile Tools in the Fleet

Even a single pickup-mounted **LifeMark®-100** system can **serve multiple striping crews**, especially when project locations are clustered. This makes it an ideal starting point for small-to-mid-sized contractors or those running centralized layout operations.

Start Smart. Scale Strategically.

Starting with one **LifeMark®-100** system is a smart move.

But expanding strategically — based on your project mix, mobilization needs, and ROI — is how you unlock the full power of automation.

Have questions about expanding your fleet or customizing a solution?

We're here to help.

Contact us at sales@LimnTech.com