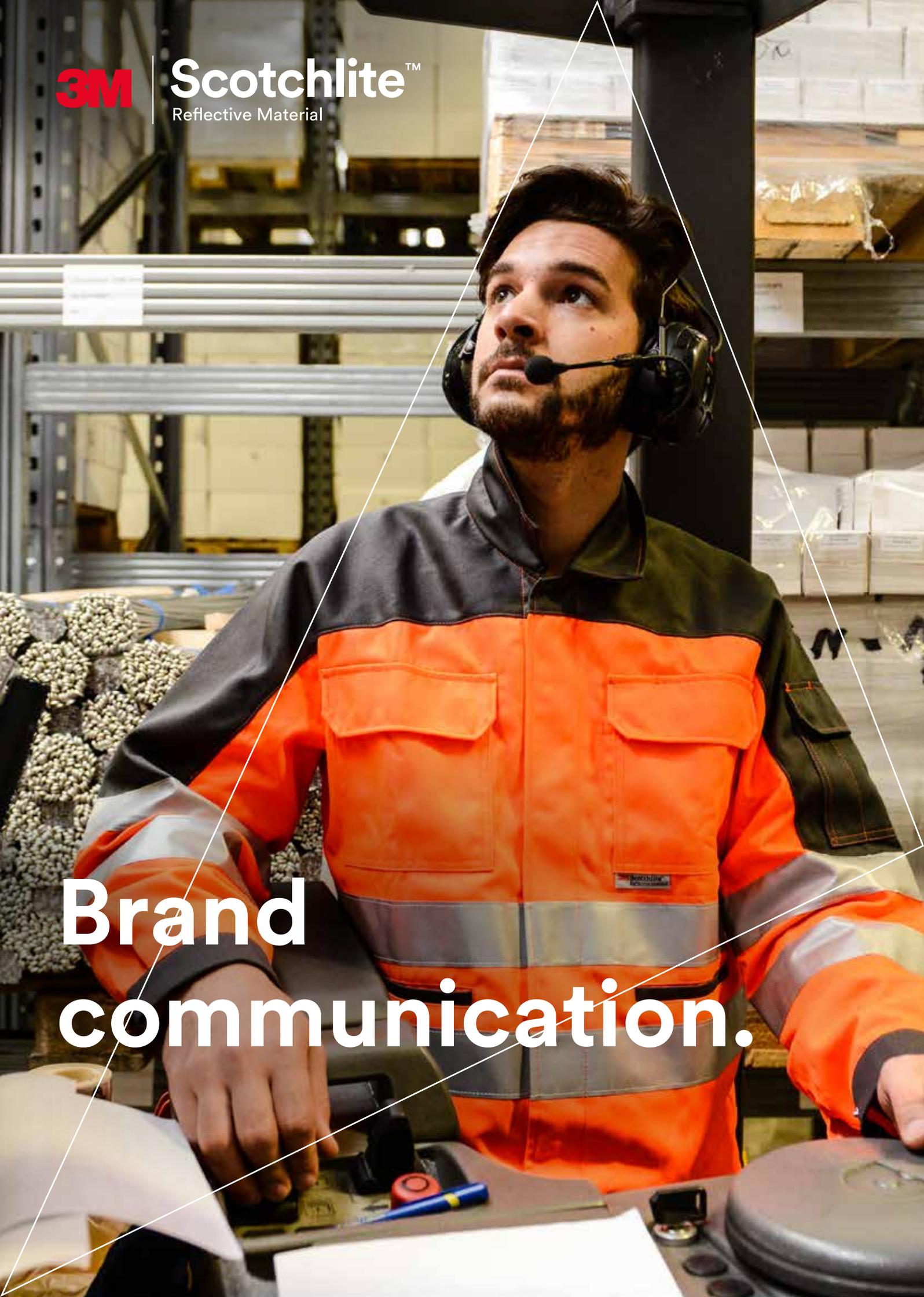




Scotchlite™
Reflective Material

**Brand
communication.**





Guidelines for the use of the brand.

The labelling of items of clothing and accessories with the 3M™ Scotchlite™ Reflective Material brand is subject to the following guidelines which have been compiled to protect the Scotchlite brand and establish the high quality standard associated with this on the market. The guidelines are intended to offer all Scotchlite partners and customers as well as end users a visible sign of quality and value.

Only with ongoing controls and innovation can we fulfil these standards. The guidelines are not intended as a restriction of creativity or product freedom but must incorporate all the necessary requirements. They support all manufacturers, fabricators and retailers in communication and sales. The use of the 3M and Scotchlite Reflective Material brand requires the prior approval of 3M.

To avoid any confusion, the 3M™ Scotchlite™ Reflective Material brand may not be used for items of clothing with reflective materials which are partly made out of Scotchlite reflective material as well as competitor materials.

To acquire the branding tools, manufacturers/garment manufacturers must produce reliable documents on the origin of the Scotchlite reflective material. Supplier invoices, delivery notes as well as supplier confirmation notes with the source of supply and invoice number of 3M are particularly suitable for this.

3M reserves the right to inspect fabricated products (printed, stitched etc) for their quality and refuse the use of the branding tools if the desired quality standard is not met.

Products of contract fabricators are excluded from this as these products are manufactured in accordance with the requirements of 3M. Furthermore, 3M may also refuse the use of the branding tools if the application on the clothing does not meet current quality standards.

Important.



The use of Scotchlite reflective material may be mentioned in items of clothing if at least 150 cm² reflective area is made out of Scotchlite reflective material. For gloves and shoes, this area is 75 cm² per pair.



Your 3M contact can provide information on current standards in workwear.



To achieve a maximum all round visibility at dusk and night, in the sense of CE certification 360° Visibility, at least 800 cm² should be used in adult clothing, 450 cm² for children's clothing with a size of 116 to 152 and 650 cm² for size 158 to 176. The positioning of this material must ensure that the wearer can be seen from all sides.

This recommendation only applies to silver Scotchlite reflective material. Please contact your 3M contact for further information.

3M is authorised to inspect adherence to the branding guidelines for which the clothing collections will be viewed in stores. The manufacturer/garment manufacturer will grant the representatives of 3M access to the rooms in which the items of clothing with Scotchlite reflective material branding tools are stored.

The complete brand name 3M™ Scotchlite™ Reflective Material must be used. If the trademark symbol TM cannot be raised, it should be stated in brackets: 3M(TM) Scotchlite(TM) Reflective Material. All written documents and texts must include

the following detail regarding the origin in the last sentence: "3M and Scotchlite are registered trademarks of 3M".

Only the following original logos may be used – templates suitable for reproduction are available upon request in digital form. The logo may only be used in the advertising of clothing and accessories, for example in brochures, if the stated minimum volume has been taken into account in clothing production. Alternatively, the 3M Scotchlite Reflective Material brand may be mentioned in the continuous text.



Hangtag and Woven Label

Hangtags are designed to be used for items containing at least 148 cm² of 3M™ Scotchlite™ Reflective Material. Items designed with less than 148 cm² of material will not be permitted to use a Scotchlite reflective material hangtag, with the exception of footwear. Footwear must have a minimum visible amount of 64.5 cm² per pair to qualify for a hangtag. This does not include area of reflective materials that are covered by screen print ink, mesh, or which are otherwise rendered non-reflective.

Tops and Bottoms

Tops with greater than 148 cm² of visible reflective material will qualify for the basic occupational hangtag and/or woven label.

Headwear

Headwear with greater than 64.5 cm² of visible reflective material will qualify for the basic occupational hangtag and/or woven label.

Footwear

Footwear with greater than 64.5 cm² of visible reflective material will qualify for the basic occupational hangtag.

Bags and Backpacks

Bags and backpacks with 64.5 cm² of visible reflective material will qualify for the basic occupational hangtag and/or woven label.

Accessories

Accessories (may include gloves, arm bands and any other accessory) with greater than 64.5 cm² per pair of visible reflective material will qualify for the basic occupational hangtag and/or woven label.



Hangtag for Occupational Applications

Size: 80 × 55 mm
Order no.: 7000070263
Order unit: 1,000 in a box



Textile label for sewing into garments

Size: 45 × 20 mm
Order no.: 7000070262
Order unit: 250 in a box

Qualification and Approval Process

The minimum amounts of Scotchlite reflective material must be used on the apparel, footwear or accessory item and contribute to the enhanced visibility of the item. One hang tag and one woven label will be provided per apparel or accessory item. One hang tag and two woven labels will be provided per pair of footwear or pair of accessories (i. e. gloves).

Contact your 3M Sales Representative to receive the appropriate hangtags and/or woven labels.



3M Europe
Personal Safety Division
Hermeslaan 7
1831 Diegem
Belgium

www.Scotchlite.com

3M and Scotchlite are registered brands of 3M. Please recycle.
Printed in Germany.
© 3M 2016. All rights reserved.