

**3M** Science.  
Applied to Life.™

3M Traffic Safety and Security Division

# Outsmart the Dark With 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting



**Using science to be safe  
and efficient.**

At 3M, we use technology to combine safety and efficiency. After all, many transportation agencies are trying to reduce crashes and improve roadways, yet they are often squeezed for resources. Signage made from high-performance 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting is a great solution to this challenge. Diamond Grade sheeting is proven to be brighter and more visible than other 3M beaded and prismatic sheeting, which is proven to increase safety on the road.



## Needs less external lighting.

By returning the maximum amount of light to drivers, 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting's innovative prismatic technology makes signs brighter and more visible — even at greater distances and various angles — reducing the need for external lighting on the signage. This is beneficial in both urban and rural environments.

## Long-lasting material requires less maintenance cost.

Besides being brighter, 3M Diamond Grade DG<sup>3</sup> sheeting is one of the most durable signage materials, with an industry-leading expected life of 12 years. DG<sup>3</sup> sheeting is better, safer and lasts longer than other 3M retroreflective sheeting, leading to lower costs and maintenance over time.



Reduction of the need for external illumination leads to a reduced cost: "With the highest brightness and retroreflectivity ratings in the industry, Diamond Grade DG<sup>3</sup> can safely lower installed road lighting costs by up to \$150,000 per km, and annual lighting maintenance by up to \$15,000 per km."

— *The Handbook of Road Safety Measures*, 2nd Edition. Rune Elvik, 2009.

## 3M™ Diamond Grade™ DG<sup>3</sup> sheeting can save far more than just money.

3M Diamond Grade DG<sup>3</sup> Reflective Sheeting has the proven performance that transportation agencies can count on. As one of the highest performing and most reflective sheetings in the industry, Diamond Grade sheeting can help save lives by decreasing crashes and may help lower related costs, such as medical, insurance expenses and emergency response costs. Overall, the small investment to upgrade to Diamond Grade sheeting goes a long way with the increased safety benefits.



Studies have found that where more visible signs are installed, crash numbers have fallen 25 to 46% in 3 to 6 years.

Ripley, D. A., Howard R. Green Company, ITE AB04H313, *Quantifying the Safety Benefits of Traffic Control Devices—Benefit-Cost Analysis of Traffic Sign Upgrades*, 2005 Mid-Continent Transportation Research Symposium Proceedings



Traffic Safety and Security Division  
3M Center, Building 225-04N-14  
St. Paul, MN 55144-1000  
USA  
1-800-553-1380  
[www.3M.com/roadsafety](http://www.3M.com/roadsafety)

3M, 3M Science. Applied to Life., and Diamond Grade DG<sup>3</sup> are trademarks of 3M. Used under license in Canada. ©3M 2017. All rights reserved.