



Scotchlite™
Reflective Material

Create a more visible world

3M™ Scotchlite™ Reflective Material



Understanding the way we see and what gets our attention

Many factors come into play in helping make people visible to drivers

After the age of 20, a person's illumination needs **double every 13 years.**

2X

Only **2°** of our vision is in high definition and colour.

There are more **drivers aged 65+** on the road and in work zones than ever before.

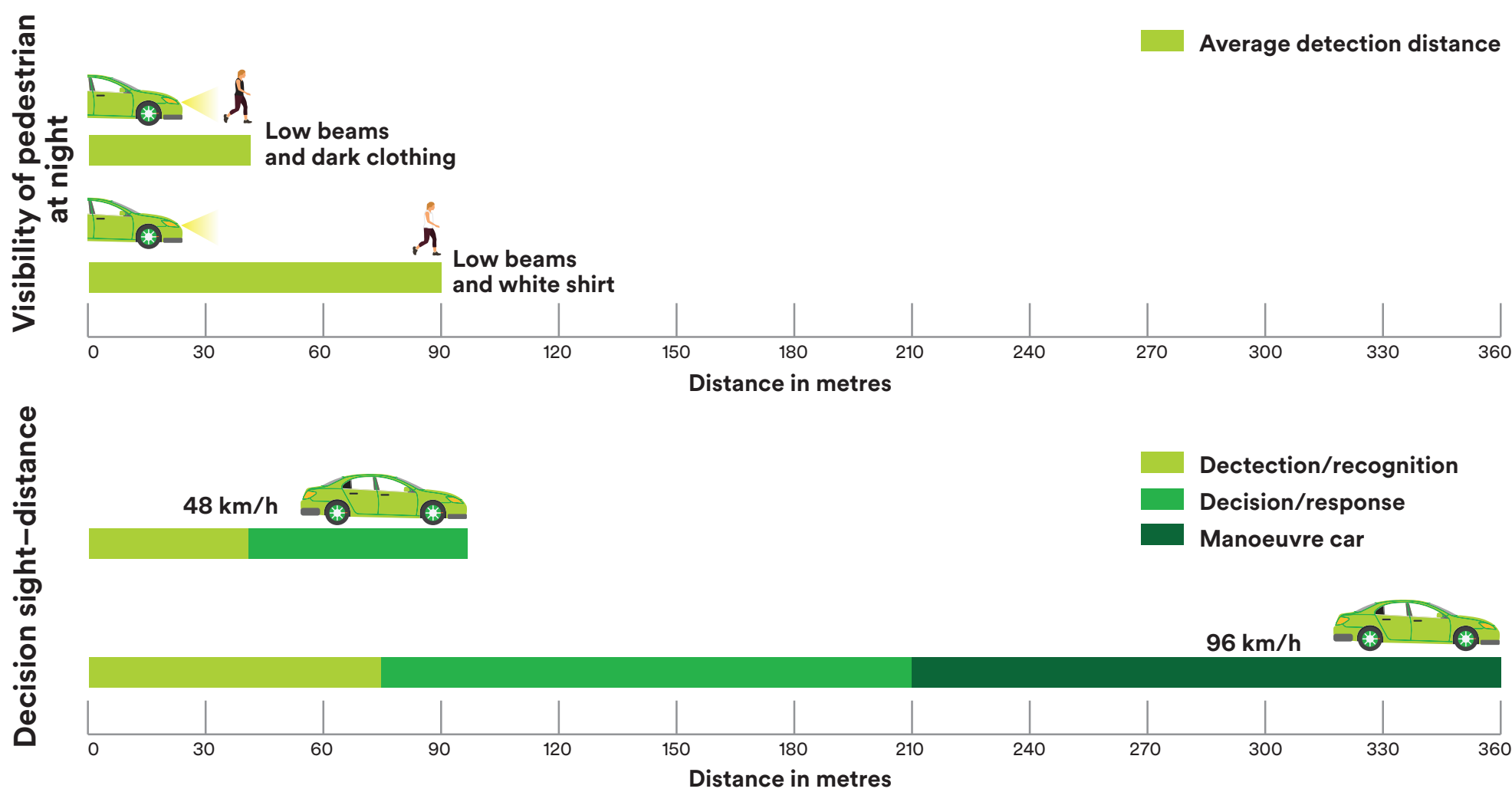
Our brains are wired to recognize **human form and motion.**

Drivers moving only 48 km/h may travel more than 152 m in the time it takes to recognize and properly manoeuvre their car. At 96 km/h that distance **more than doubles.**

A pedestrian wearing a white shirt may not be visible to drivers until they are **within 91 m.**

Distance required for drivers to respond to an object on the roadway*

You only have a few seconds



It's important to know how to get noticed



1. Wear apparel that incorporates reflective material
Amount and location of reflective material matters.



2. Reflect from all directions
Reflective material should be visible on the front, back, and both sides of the garment.



3. More is better
Wide reflective striping that is strategically placed will stand out more than a small reflective logo.



4. Move it
Reflective material should be applied to areas of high movement (like wrists, ankles and feet) to catch drivers' eyes.



5. Shine brightly
Not all reflective material works the same. Choose 3M™ Scotchlite™ Reflective Material and be confident in your reflective trim's performance.



6. Accidents happen in daytime too
During daytime, and in the low light hours of dawn and dusk, it is especially important to wear fluorescent material.



7. Don't assume!
Just because you can see a car's headlights does not mean the driver can see you. Always be aware of your surroundings.

Curious if one of our 3M™ Scotchlite™ Reflective Materials will work for you?
[Click here for more information.](#)