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.

Only 20% of our vision is in high definition and colour.

Our brains are wired to recognize human form and motion.

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

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

Drivers moving only 48 km/h may travel more than 152 m in the time it takes to recognize and properly maneuver their car. All 60 km/h is double distances more than doubles.

3M™ Scotchlite™ Reflective Material

Create a more visible world

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

You only have a few seconds

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.

It’s important to know how to get noticed

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