



3M Science.
Applied to Life.™

**We help bring families
home safely.**

Every road. Every day. All around the world.

Safer roads start here.



From improving brightness of our pavement markings for better visibility in wet conditions, 3M is dedicated to improving traffic safety and mobility on a global level—for every driver. Every vehicle. Every road. Our mission is to make sure families, commuters, pedestrians and road workers all get home safely. That's why we're pursuing a future of zero deaths on the road. To reach this goal, we continually work to provide high visibility products for roadway projects. Whether you're constructing a new road, re-paving an existing road or planning a road for the future, we have the product portfolios you need to reach your goals.

Traffic Signs and Services

Reducing crashes reduces costs

Optimal sign visibility and legibility under a wide range of conditions can help reduce accidents and lower transportation-related costs to society.

Microreplication and full cubed corner technology create excellent performance in retroreflective sheeting, helping motorists navigate complex roadway environments.

Traffic injuries and deaths cost governments approximately

3%
of GDP

Source: WHO road safety status 2015



3M™ Connected Roads

Safer roads for a safer future.

The technology that goes into our high performance sheetings and wet reflective and contrast pavement markings helps human drivers and automated cars navigate more safely. That means the infrastructure you build for the drivers of today will work for the driverless cars of tomorrow.

Automated vehicles
could reduce
80-90%
of accidents
caused by human error



Source: Center for Transportation Research,
The University of Texas at Austin.
<http://library.ctr.utexas.edu/ctr-publications/0-6847-1.pdf>



Temporary Traffic Control

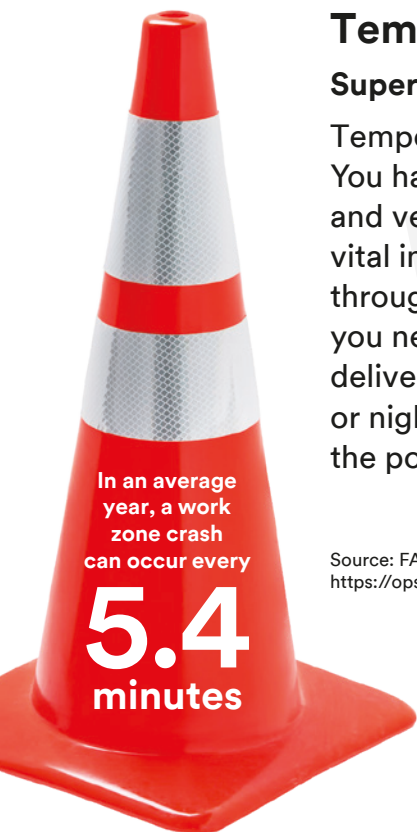
Superior visibility for superior results.

Temporary traffic control is complex. You have to protect road workers and vehicle drivers while communicating vital information to keep traffic moving through unfamiliar routes. That's why you need attention-getting sheeting that delivers optimal visibility any time of the day or night in any kind of weather to reduce the potential for accidents.

Source: FARS/GES data (2008-2015).
https://ops.fhwa.dot.gov/wz/resources/facts_stats/safety.htm



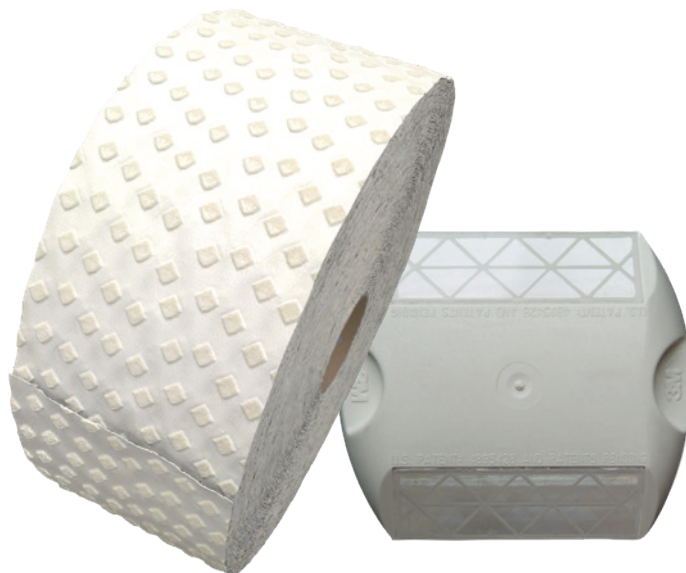
Source: WHO road safety status 2015



Road Markings

Visibility and durability for the modern world.

Day or night, rain or shine, your road markings have to be effective to help keep drivers and pedestrians safe. Our high index optics, microcrystalline ceramic beads, durable components and advanced adhesives create bright, durable markings for safe roadway navigation.



Conspicuity

Raising visibility to lower transportation costs.

The same technology that makes our reflective sheeting so effective on signs and pavement also improves the visibility of trucks, trailers and heavy equipment. Providing important visual information in dark or low-light conditions helps improve safety and reduce accidents.



Truck collisions
down
58%
in 22 years

Source: <https://www.ncbi.nlm.nih.gov/pubmed/22974680>



Vehicle Registration Solutions

Brighter plates can help lower crime rates.

As ANPR cameras are used more and more, rapid and accurate number plate recognition is more important than ever. Reflective license plates that can be read in all conditions allow law officers to efficiently identify stolen license plates, stolen vehicles and outstanding vehicular violations.

Explore our global portfolio: [3M.co.uk/RoadSafety](https://www.3m.co.uk/RoadSafety)

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