

3M Science.
Applied to Life.™

Great plates start here.

The next generation
of licence plate
sheeting is here.

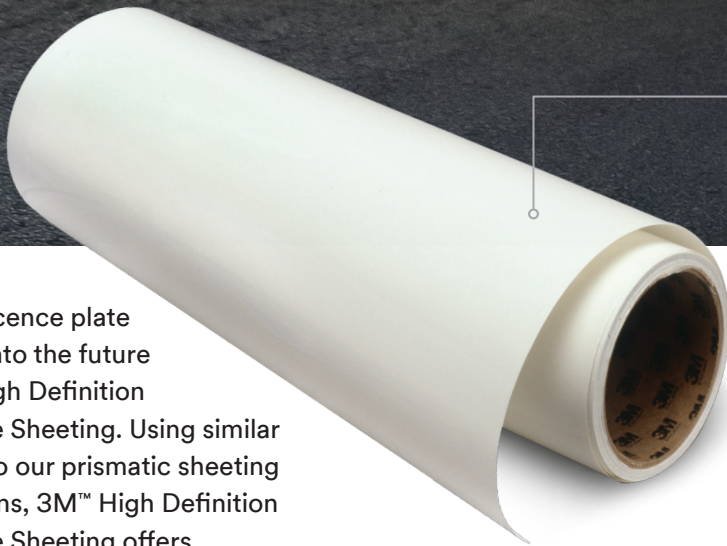


3M™ High Definition Licence Plate Sheeting

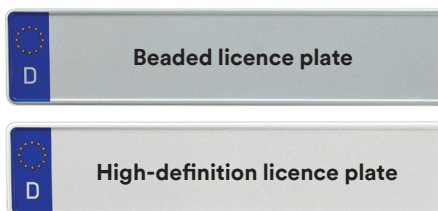


More than
2X
brighter
than 3M™ Beaded Licence Plate Sheeting.

Move your licence plate production into the future with 3M™ High Definition Licence Plate Sheeting. Using similar technology to our prismatic sheeting for traffic signs, 3M™ High Definition Licence Plate Sheeting offers drivers and law enforcement several advantages over beaded licence plate sheeting. It is brighter and easier to read, especially at night. It's whiter, allowing for more vibrant graphics. It features higher reflectivity, any time of day. And it has enhanced 3M™ Dynamic Security Script embedded during production.



- ▶ Easier for law enforcement to read at greater distances
- ▶ Whiter appearance ideal for multi-colour or graphic plates
- ▶ Compatible with digital printing platforms
- ▶ Can be embossed and roll coated or hot stamped
- ▶ 5-year warranty



The value of visibility

As licence plate readers are used by an increasing numbers of law enforcement agencies, rapid and accurate plate number acquisition is more important than ever. Reflective licence plates that can be read in all conditions allow law officers to efficiently identify stolen licence plates, stolen vehicles and outstanding vehicular violations.

With 3M™ High Definition Licence Plate Sheeting, plates can be **read 8% earlier** than with beaded sheeting.

Source: Operator Performance Laboratory, 2013.



Motor vehicle theft is a crime that affects many Canadians, both directly and indirectly. The financial cost to consumers, police, insurance companies and governments has been estimated by the Insurance Bureau of Canada at more than \$1 billion annually. Stolen vehicles that become involved in police chases or reckless driving can cause injury or death to innocent bystanders. According to the Insurance Bureau of Canada, each year approximately 40 people die and another 65 are injured as a result of motor vehicle thefts (ICBC, n.d.).

Source: <https://www150.statcan.gc.ca/n1/pub/85-002-x/2008010/article/10744-eng.htm#a7>

3M™ High Definition Licence Plate Sheeting and 3M™ Beaded Licence Plate Sheeting Comparison

	3M™ High Definition Licence Plate	3M™ Beaded Licence Plate
Day	 For illustration purposes only	 For illustration purposes only
Night	 For illustration purposes only	 For illustration purposes only
Reflectivity	>150 cd/lx/m²	50-70 cd/lx/m²
Whiteness	Cap Y >55	Cap Y ~40-50
Security	Embedded during production—impossible to do aftermarket	Directional/laser—added post production
Construction	Prismatic sheeting*	Glass beads with an aluminum layer
Plate Manufacturing	Requires adjustments to the manufacturing process (3M will assist with conversion)	Uses existing processes
Printing	Compatible with roll coat or digital printing methods. Extends printhead life by 4X vs. beaded (when using 3M’s DLP printer).	Compatible with roll coat or digital printing methods

*3M High Definition Licence Plate Sheeting has a fabrication line characteristic that’s invisible at normal road distances and does not affect its performance.

Authenticity assured.

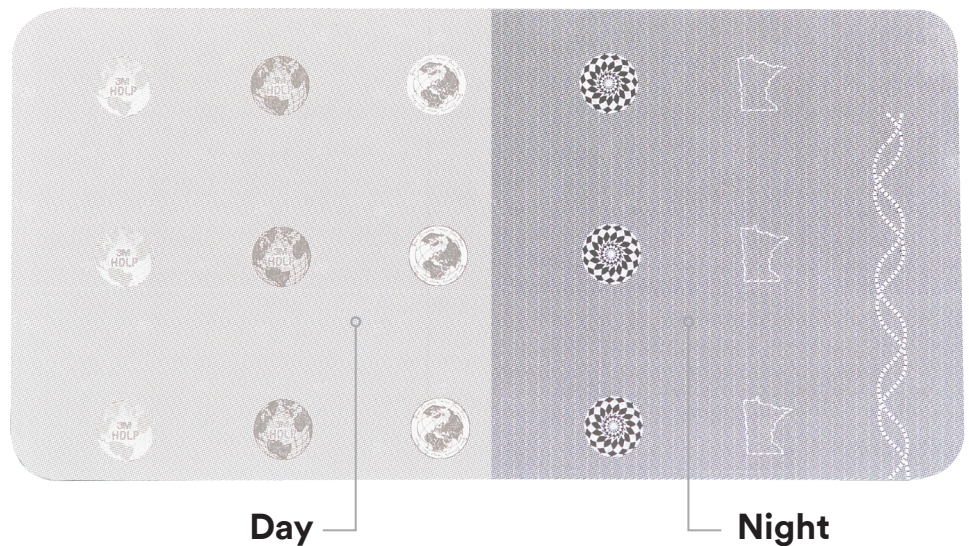
As licence plate forgery becomes more sophisticated, current licence plate authentication techniques may not always address that.

- ▶ Conventional printed graphics and embossed characters are easy to duplicate
- ▶ Printed watermarks are easy to replicate and difficult to see at a distance
- ▶ Holograms are readily available, easy to simulate and difficult to verify



For illustration purposes only

3M™ High Definition Licence Plates featuring 3M™ Dynamic Security Script markings use advanced retroreflective technology that is **embedded in the reflective sheeting** to help prevent counterfeiting problems.



Contact your Business Development Manager to find out more.

3M.ca/VehicleRegistration



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