

3M Science.
Applied to Life.™

Are all Type XI sheetings the same?

3M™ Diamond Grade™ DG³
Reflective Sheeting utilizes

100%
active area full-cube
technology



The truth is, not all Type XI sheeting is created equal. Some Type XI sheeting is produced using truncated cube technology – the technology typically used in ASTM Type IV and Type IX sheeting. Truncated cubes have an active area of 67% or less, so they result in less-efficient sheeting. 3M™ Diamond Grade™ DG³ Sheeting uses full-cube microprism technology to create bright, reflective road signs that surpass the ASTM Type XI requirement.

Even if a sheeting meets the Type XI specification, its performance is limited if it's not constructed using full-cube technology. Help make your roads safer and easier to navigate with full-cube reflective sheeting that gives 100%.

Why 100% performance matters.

Vehicles are evolving. Headlights perform differently. Drivers are aging. There are many reasons why the reflectivity of your signs is an important consideration as you upgrade the roads of today and plan the roads of tomorrow.

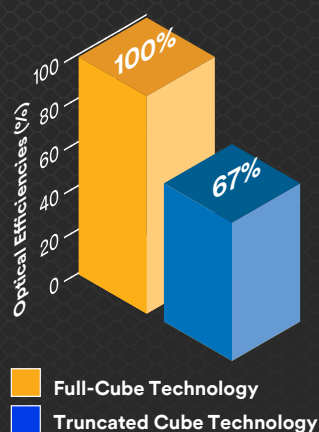
Brighter is Better

Studies show that drivers are able to read and understand brighter signs substantially faster, giving drivers more time to react¹ and increase safety by helping to cut nighttime accidents by up to 46%².



Increase safety by helping to cut nighttime accidents by up to **46%**²

Maximum Efficiency of Single Retroreflective Elements



Full-cube technology delivers light where it counts.

Sheeting made with full-cube technology—like 3M™ Diamond Grade™ DG³ Sheeting—returns more light in a wider cone than sheeting made with truncated cube technology, serving more drivers.



High Intensity Prismatic: Less light reflected from sign; most striking truck below the driver's eye.



DG³ Sign: More light reflected from sign; more reaching the driver's eye.

1. Schnell, T., Yekhshatyan, L., Daiker, R., Konz, J., Effect of Luminance on Information Acquisition Time and Accuracy from Traffic Signs. Paper accepted for presentation and publication, Transportation Research Record, Journal of the Transportation Research Board, 2008. <https://journals.sagepub.com/doi/10.3141/2122-07>
Original research report can be downloaded from: <https://www.atssa.com/Portals/0/Sign%20Luminance%20Effect%20on%20Info%20Acquisition%20-%20Iowa%20-%202008.pdf>
2. Ripley, D., Howard R. Green Company, ITE AB04H313.



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Get the full story on full-cube technology at [3M.com/DG3](https://www.3m.com/DG3).

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