

**3M** Science.  
Applied to Life.™



3M Traffic Safety and Security Division

**For all roads.  
For every mile.  
One bright solution.**

**3M™ Diamond Grade™ DG<sup>3</sup>  
Reflective Sheeting Series 4000**

Miles away on back roads or just down the block, 3M™ Diamond Grade™ DG<sup>3</sup> sheeting provides dependable signing. With superior reflectivity at both short and long distances, DG<sup>3</sup> delivers the visibility drivers need.

# Improving visual cues.

For over 75 years, 3M products have provided bright solutions for challenges to roadway visibility. We continue that tradition today with clear road signs for drivers in any vehicle, wherever they might be.

Creating the right signage begins with identifying the factors that create difficult driving environments, such as:

- VOA, low cut-off headlights that reduce sign visibility by as much as 53 percent.<sup>1</sup>
- Varied vehicle sizes that create many different sign observation angles.
- An increased population of older drivers which means more motorists with slow response times and increased visual needs.<sup>2</sup>
- Comes in standard and fluorescent colors.

## Visible road signs for every vehicle.

3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting Series 4000 uses full-cube retroreflective technology to increase sign performance at all hours for all drivers. According to one study, over a three to six-year period, crash numbers dropped by 25 to 46 percent where brighter signs, like Series 4000, were installed.<sup>3</sup>

## Top performance when you need it.

Even in disadvantaged locations, Series 4000 provides dependable signing for every driver. In fact, it is nearly 100 percent efficient whether viewed from short or long distances.

## Bright for longer.

DG<sup>3</sup> provides protection longer than lower grade sheetings with its industry-leading life expectancy of 12 years. This durable option is a simple, efficient solution that keeps signs visible. It may also require less maintenance and reduce energy expenses.

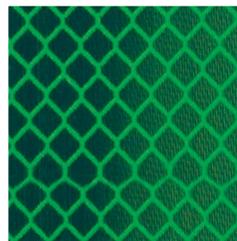
**12 Year**  
Warranty

\*vs. traditional sheetings



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- ← 100% efficient full-cube technology
- ← Returns almost 2X more light\*
- ← Broad observation angles



Get durable visibility for your roads with  
3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting Series 4000.

[Visit our product information page](#)

[www.3M.com/roadsafety](http://www.3M.com/roadsafety)

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1. Sivak, M., et al, University of Michigan Transportation Research Institute, UMTRI-2000-1.
2. *Transportation in an Aging Society*, special report 218, FHWA, 1988.
3. Ripley, D., Howard R. Green Company, ITE AB04H313.