
Visibility for drivers. Safer roads for everyone.

3M Pavement Markings





Together, we can build the roads of tomorrow.

The way we drive is drastically changing. Cars and trucks are getting smarter and safer every day as they become increasingly automated. Will your roads be ready? 3M's retroreflective technology has helped raise the bar on visibility and durability in road markings for the modern world. As we strive to help you reach the goal of zero deaths, we will continue to evolve with changing technology to help keep roads safer, day or night, wet or dry.

High contrast markings help enable the Advanced Driver Assistance Systems (ADAS) on vehicles today.

Consistent contrast and brighter road markings help enable lane detection for human and automated drivers, helping to create a safer driving environment.^{1,2}

Like you, we aspire to a world free of roadway fatalities.

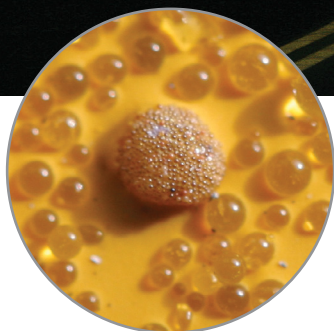
It's why we've signed the Toward Zero Deaths pledge, and why we continue to innovate highly visible, wet reflective, durable solutions that help drivers and automated vehicles safely navigate the road.

Road markings to help safely guide vehicles with Advanced Driver Assistance Systems.

With high performance optics, zirconia-enriched retroreflective beads, durable components and advanced adhesives, our road markings are engineered to help make roadways more visible.

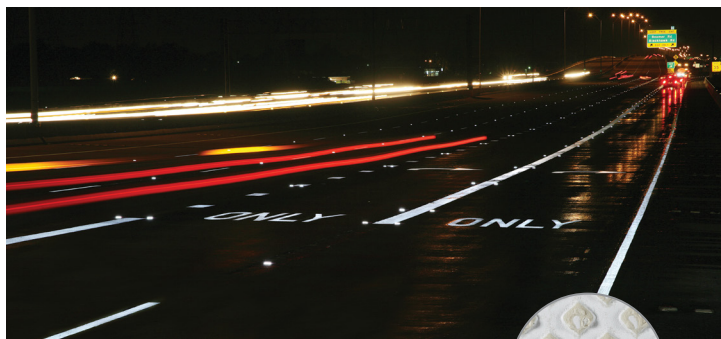
All-weather elements—highly effective optics for liquid-applied markings.

3M's all-weather element is a robust pavement marking optical system providing visibility in dry and wet weather conditions.



All Weather Optics

Our 3M™ Connected Roads All Weather Elements help ensure optimum visibility in any climate. Use 3M All Weather Optics on roadways and highways for long lines, channelizing lines, gore markings and intersection markings.



Stamark™ Pavement Marking Tapes

Get the durability, wet reflectivity and high-contrast visibility you need to help make roads easier and safer to navigate in all weather conditions. These preformed reflective tapes for permanent-type applications for lane and center lines, edge lines, gore markings, symbols and legends.

3x
brighter
than standard
durable
markings after
15 months¹



Raised Pavement Markers

Raise your visibility. Highly-reflective 3M raised pavement markers are used for longitudinal lines and gore markings on asphalt or concrete surfaces. These lightweight, impact-resistant markers are suitable for all weather conditions.



Stamark™ Temporary Pavement Marking Tape

Help improve safety by marking temporary work zone lanes with removable, highly reflective, all-weather 3M temporary pavement marking tapes.

¹Assessment of the Durability of Wet Night Visible Pavement Markings: Wet Visibility Project Phase IV; Virginia Tech Transportation Institute

Accelerating innovation to help make roads safer.

For more than 40 years, 3M has been a leading manufacturer and innovator of pavement markings—and we're just getting started. As new technology has emerged, our pavement markings have evolved. Machine-detectable technology enhances detection of markings and works with automated vehicle sensors to detect lines outside the visible spectrum. This helps to improve lane detection and traffic safety in some of the most extreme weather conditions.



We're here for you. Our customized training and technical assistance is always ready to assist you. We've helped agencies all over the world meet their roadway safety and mobility objectives—and we can help you too. Together, we can help keep bringing families home safely.

Keep moving forward at [3M.com/PavementMarkings](https://www.3m.com/PavementMarkings)



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¹Whitney, J., Hedblom, T., Clear, S. Improved Daytime Detection of Pavement Markings with Machine Vision Cameras. Transportation Research Board 2018 Annual Meeting Compendium of Papers. 18-05478.

²Safety Evaluation of Wet Reflective Pavement Markers, FHWA-HRT-15-065 <https://www.fhwa.dot.gov/publications/research/safety/15065/15065.pdf>, Accessed Oct 26, 2018.