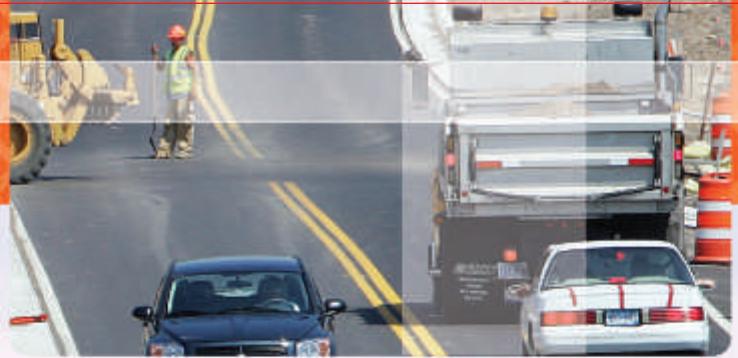


# Attention-Getting Visibility for Safer Work Zones

## Positive guidance is no accident in work zones

The dynamic nature of work zones creates unique needs for traffic control devices often placed in less-than-optimum situations. By definition, working in traffic interferes with normal flow, causing dangerous and unexpected conditions. Bright, conspicuous temporary guidance day and night is critical for the safety of drivers and workers alike.

The number of work zone activities and infrastructure repairs is increasing. These necessary projects are complicated by nighttime work lighting and visual clutter, growing traffic, inclement weather, poor driving conditions, pedestrian workers next to traveling vehicles and an aging driving population. With an average of more than 1,000 fatalities occurring each year<sup>1</sup>, national, state and local transportation agencies have prioritized work zone safety.



3M retroreflective technologies make temporary traffic control devices more visible and durable for a safer work zone environment. From the highest performing sheetings on the market today, to high-conspicuity fluorescent colors, to advanced wet reflective temporary pavement markings, 3M delivers a notable difference.

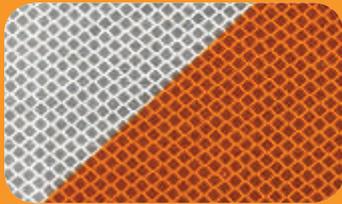
<sup>1</sup>FARS data 1998-2006, averaged

**3M materials are ideal for all forms of temporary traffic devices such as signs, cones, drums, channelizers, barricades, posts, tubes, roll-up signs and temporary pavement markings.**



High performing  
reflective materials bring  
unmatched visibility  
to the work zone

**Reflectivity breakthroughs achieve optimum visibility at angles and at long, medium and short distances with increased luminance and guidance for the security of drivers and workers in all environments at all times, day and night.**



**Unique “full cube” technology**, used to make 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting, produces 100 percent efficient optical elements that are nearly twice as bright as conventional prismatic sheetings. Work zone conditions can easily compromise the positioning and visibility of traffic control devices. Better, brighter signs attract the driver’s attention sooner, for earlier comprehension and a more natural, timely driving reaction among other drivers and workers nearby.



**Highly conspicuous fluorescent colors** provide superior visibility day and night, dawn and dusk. Fluorescent orange material is recognized at greater distances and with a more accurate perception of color than non-fluorescent orange-colored products.<sup>2</sup> The high luminance and attention-getting visibility of prismatic technology helps temporary traffic control devices provide unambiguous, positive guidance even in compromised work zone conditions, and thus reduce the potential for incidents and accidents.



**Wet reflective pavement markings** actually work with water to remain highly visible in rain and wet road conditions. Removable tape and all weather paint products are simple to apply, and perform for a normal construction season. The bright continuous delineation emphasizes lane shifts yet installs and removes easily for fast changeovers.

<sup>2</sup> *Evaluation of Fluorescent Orange Signs*, Texas Transportation Institute, TDOT, TX-00/2962-S, 2000

# Technology lights the path to traffic safety

The innovation leader in traffic safety for nearly 75 years, 3M combines comprehensive systems and services with high-performance materials to provide visibility and safety for life on the road. 3M provides agencies with an array of solutions to enhance transportation safety and mobility.

## A complete array of 3M products delivers the high visibility needed for safe, positive guidance in the work zone.

For attention-getting temporary traffic control devices, agencies choose 3M reflective sheetings and pavement marking materials to create the safest possible work zone environment. Bright, conspicuous guidance—at all times, day or night, under all conditions—is the first factor to improve safety and reduce accidents and injuries.

Apply the range of 3M high performance products to all your work zone traffic control devices.

- 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting with full cube technology provides twice the brightness and fluorescent options for rigid signs and barricades.
- 3M™ Diamond Grade™ Flexible Work Zone Sheeting and 3M™ Flexible Prismatic Work Zone Sheeting both offer unmatched impact resistance and visibility for use on drums, as well as vertical devices such as posts, tubes and channelizers.
- 3M™ Diamond Grade™ Roll-up Sign Sheeting combines brightness, angularity and fluorescence with the light weight and versatility of portable signs.
- 3M™ Stamark™ Wet Reflective Removable tape and All Weather Paint maintain reflective visibility in rainy as well as dry conditions.



Learn more about how the leader in reflective sheeting technology can meet your work zone visibility and safety needs. Visit [www.3M.com/roadwaysafety](http://www.3M.com/roadwaysafety) or contact your 3M representative at 800-553-1380.



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