As a world leader in reflective sheeting technology and innovation, 3M is uniquely positioned to help you select the products you need to meet your sign-shielding objectives. In addition, our staff of dedicated traffic safety professionals can provide the peace of mind of a long-term partnership for maintaining safety on your highways.

3M™ High Intensity Prismatic Sheeting—low cost/high value
3M™ High Intensity Prismatic Reflective Sheeting is designed for durable traffic control signs, work zone signs and delineators.

- Tough top coat resists traffic, chemicals and graffiti
- Various reflector colors and high retroreflectivity ensure high visibility around the clock
- Meets AASHTO G36 Type II, Type III and Type IV spec.

3M™ Diamond Grade™ DG Reflective Sheeting—twice as bright
The first “full cube” reflective sheeting with 100% efficient optical elements, 3M™ Diamond Grade™ DG Reflective Sheeting is nearly twice as bright on average, as other prismatic signs. In addition, it features an expected life of 12 years, versus 10 years for lower performance products.

Accessories
3M’s innovative approach to traffic safety doesn’t stop at manufacturing the highest quality sheeting. Our full line of matched accessories ensures that signs, production and installation is simple and everything works together as a system.

- Durable overlay films help protect finished signs from damage
- 3M’s process colors and film ensure backgrounds are durable and consistent with sign colors.

For more information on improving safety with 3M Reflective Sheeting, go to www.3M.com/TSS.
To schedule a demonstration with your 3M representative, call 1-800-553-1380.
A 3x higher rate of fatalities

According to the Federal Highway Administration (FHWA), the rate of traffic fatalities is three times higher at night than during the day. One of the most important factors contributing to this dramatic difference is nighttime drivers simply not see the road as clearly during their evening commute compared to their做法 during daylight hours. A number of significant changes taking place on our nation’s roadways could make this situation even worse in the years ahead.

More older drivers

According to the U.S. Census, more than 50 million people aged 65 and older will be driving by 2020—about one in every five. It has been well-documented that older drivers have slower response times and even less visual acuity at night than younger drivers.

Low cut-off headlights

Since the late 1990s, vehicle manufacturers have been installing VOI or “low cut-off” headlights on many vehicles. As shown in the photo at right, these headlights emit little light above the headlight level. This can affect a vehicle’s ability to illuminate road signs. In fact, one study found these headlights reduced the visibility of signs by as much as 50% in common sign configurations.

More trucks

The number of trucks on U.S. highways has increased by 60% in the last ten years. Because truck cabs are more elevated than car cabs, the angle between the driver and the headlights is significantly greater. This means little or no reflected light from road signs reaches these drivers, and signs appear dimmer, if visible at all.

Because
driving at night

is
dangerous

![1999 Ford Mustang at 60 feet -- traditional headlights.](image)

![1992 Ford Taurus at 60 feet -- low cut-off headlights.](image)

---

2. Slivak, M., University of Michigan Transportation Research Institute, 2000-2001
As a world leader in reflective sheeting technology and innovation, 3M is uniquely positioned to help you select the products you need to meet your sign-sheeting objectives. In addition, our staff of dedicated traffic safety professionals can provide the peace of mind of a long-term partnership for maintaining safety on your roadways.

3M™ High Intensity Prismatic Sheeting—low cost/high value

- High Intensity Prismatic Reflective Sheeting is designed for durable traffic control signs, work zone signs and delineators.
- Tough top coat resists traffic, chemicals and gases.
- High visibility color and high retroreflectivity ensure high visibility around the clock.
- Meets AASHTO, Type II, Type III, Type IV and Type X specifications.

3M™ Diamond Grade™ DG™ Reflective Sheeting—twice as bright

The first “full cube” reflective sheeting with 100% efficient optical elements, 3M™ Diamond Grade™ DG™ Reflective Sheeting is nearly twice as bright, on average, as other prismatic signs. In addition, it features an expected life of 12 years, versus 10 years for lower performance products.

Accessories

- 3M’s innovative approach to traffic safety doesn’t stop at manufacturing the highest quality sheeting. Our full line of unmatched accessories ensures that sign production is as simple and everything works together as a system.
- Durable overlays: Help protect finished signs from defacement.
- 3M’s process colors and film emulsion backgrounds are durable and consistent with sign colors.

For more information on improving safety with 3M Reflective Sheeting, go to www.3M.com/TSS

To schedule a demonstration with your 3M representative, call 1-800-553-1380.
As a world leader in reflective sheeting technology and innovation, 3M is uniquely positioned to help you select the products you need to meet your sign-sheeting objectives. In addition, our staff of dedicated traffic safety professionals can provide the peace of mind of a long-term partnership for maintaining safety on your roads.

**3M** Full Cube Technology nearly doubles the effective brightness of road signs

Today there are three main technologies for making road signs brighter at night: encapsulated glass beads, truncated micro prismatic cube-corner optics, and fully reflective micro prismatic cube-corner elements. This means the retroreflective elements in Full Cube Technology reflect 100% of the light that strikes them. Where this technology is incorporated into 3M™ Diamond Grade™ DG Reflective Sheeting, it nearly doubles the average brightness of road signs. Here are four reasons why:

- **Brighter signs**—Higher efficiency optical elements mean more light is returned to the driver,
- **3M's process colors and films ensure backgrounds are durable and consistent with sign colors.
- **Tough top coat resists scuffs, scratches and gouges.
- **3M's innovative approach to traffic safety doesn't stop at manufacturing the highest quality sheathing. Our full line of matched accessories ensures that sign producers can simply and easily work together as a system.

Drivers read brighter signs faster

A recent study at the University of Iowa found a strong correlation between a sign's brightness and a driver's ability to comprehend the sign's message. Study participants were able to read and understand brighter signs substantially faster.

**3M™ High Intensity Prismatic Sheeting—low cost/high value

3M™ High Intensity Prismatic Reflective Sheeting is designed for durable traffic control signs, work zone signs and delineators.

- Tough top coat resists traffic, weather and graffiti.
- Brighter colors and higher retroreflectivity ensure high visibility around the clock.
- Available: ASTM D4956 Type II, Type III, Type IV and Type V specifications.

**3M™ Diamond Grade™ DG Reflective Sheeting—twice as bright**

The first "full cube" reflective sheeting with 100% efficient optical elements, 3M™ Diamond Grade™ DG Reflective Sheeting is nearly twice as bright on average, as other prismatic sign sheathing. In addition, it features an expected life of 12 years, versus 8 years for lower performance products.

**Accessories**

3M’s innovative approach to traffic safety doesn’t stop at manufacturing the highest quality sheathing. Our full line of matched accessories ensures that sign producers can simply and quickly work together as a system.

- **Durable overlay films**—3M helps protect finished signs from defacement.
- **3M’s process colors and films ensure backgrounds are durable and consistent with sign colors.

For more information on improving safety with 3M Reflective Sheeting, go to www.3M.com/TSS.