### 3M<sup>™</sup> Diamond Grade<sup>™</sup> DG<sup>³</sup> Reflective Sheeting



- · Improve safety with maximum brightness and angularity
- Attract driver attention for more predictable response
- · Maintain high conspicuity with attention-getting fluorescent orange color
- · Better positive guidance with unmatched performance



# Work zone safety: Unmatched brightness and angularity

#### Stand out in a visually cluttered environment

Traffic safety is hyper-critical in the work zone environment. Construction work zones statistically represent only a small fraction of roadway miles but are the site of an increasing number of roadway accidents with more than 1,000 fatalities occurring each year.' Danger is complicated by the confusion of nighttime working lights, unusual lane changes and unexpected driving requirements. For these reasons alone, unambiguous signs and directions are essential.

Studies indicate that brighter signs can help reduce crashes<sup>2</sup>. Signs that are more visible attract the driver's attention to recognize and respond to directions. A proper reaction is especially critical for safely moving through an unfamiliar work zone.

Laborers' Health and Safety Fund of North America, Road Construction Hazards Fact Sheet

<sup>2</sup>Ripley, D., Howard R. Green Company, ITE AB04H313



Learn more about how the leader in reflective sheeting technology can meet your work zone visibility and safety needs. Visit <u>www.3M.com/tss</u> or contact your 3M representative at 800-553-1380.

## Twice the retroreflective efficiency of conventional prismatic technology

## Higher visibility retroreflective signs are critical for positive guidance in work zones.

Diamond Grade DG<sup>3</sup> reflective sheeting achieves 100% fullcube construction to return double the efficiency of traditional prismatic products. Delivering twice the brightness, this breakthrough technology provides the highest retroreflection where drivers need it most—at the critical medium and short distances.

In addition, attention-getting fluorescent colors offer conspicuity and long-term durability for better visibility day and night. Diamond Grade DG<sup>3</sup> technology redefines how fluorescent colors can contribute to improving traffic safety in temporary environments.



Dedicated to traffic safety and the transportation industry, 3M has been an innovation leader for nearly 70 years. 3M combines comprehensive systems and services with highperformance materials to provide visibility and safety for life on the road.

**3**M

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