

# 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting with assured seal East Midlands Ambulance Service Case Study



## Brighter Means Safer

For the East Midlands Ambulance Service (EMAS), being safe is all about being seen.

With a responsibility for colleagues and patients across the six counties of Derbyshire, Nottinghamshire, Lincolnshire, Northamptonshire, Leicestershire & Rutland, Steve Farnsworth manages one of the biggest ambulance fleets in the country. And like every fleet manager, safety is at the forefront of all his decisions.

*"We have a safer vehicles initiative as a Trust," he says, "and we believe very strongly that brighter means safer."*

That explains Steve's decision to switch to 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting with assured seal on the 91 A&E ambulances and 22 fast response cars that he has taken delivery of. It's a decision that means all new vehicles are now using the 3M material.

*"This is our first large scale use of DG<sup>3</sup> with assured seal, but having tried it on a few vehicles and having seen how much brighter it is than anything else we've used, it was the logical choice for us."*

In this current period of cost cutting it helps too that DG<sup>3</sup> with assured seal is priced competitively and guaranteed to have a long lifetime. *"We only want to have to pay once for reflective markings,"* notes Steve, but from his previous experience of using 3M products in other areas of vehicle maintenance he is confident of his investment.

*"3M has a deserved reputation for high quality so I trust the product. Everything so far suggests that we have made the right decision."*

Steve also has nothing but praise for DeSign Signage Solutions of Goole, the company that has liveried all the EMAS vehicles and which first proposed using DG<sup>3</sup> with assured seal. DeSign's Production Manager Shane Windass, takes up the story.

*"We've been offering DG<sup>3</sup> with assured seal since May 2008. I do like it. It's highly reflective and very reliable with good adhesion. The assured seal has solved all the problems with water ingress, so it's a product that sits very well in the market, and will give good service in making sure vehicles are seen."*

