

3M™ Diamond Grade™ DG³ Reflective Sheeting with assured seal Great Western Ambulance Service Case Study



Hundred Percenters

Great Western Ambulance Service has been 100% committed to 3M™ Diamond Grade™ DG³ Reflective Sheeting with assured seal ever since it was launched.

There ought to be moments in everyone's working life when something positive happens that really makes a lasting impression. For Dave Holmes, Fleet Manager of Great Western Ambulance Service one such moment came roughly four years ago. In the workshop that his fleet shares with the police and fire service, a handful of new police cars had come in for some work.

"It still sticks in my mind," he recalls.

"The police were using DG³ with assured seal on their new Ford Focus cars and they just looked so bright against our own vehicles. It was like chalk and cheese. Under the fluorescent lights of the workshop the police cars looked so much better and brighter."

It was the moment that Dave decided he had to try DG³ with assured seal for himself. Not that he was any stranger to 3M's reflective materials. He had already been using Diamond Grade reflective sheeting on some of his vehicles. He had also used a competitor product too, though he notes at least one occasion when its reflective part came off leaving only the adhesive backing stuck to the vehicle.

"The first vehicle we marked up with DG³ with assured seal was our breakdown truck," he notes.

"It goes out in the dirtiest weathers, and gets a thorough going over with the pressure washer. So we really put the material through its paces and there was no water ingress at all."

Over the past four years, DG³ with assured seal has really proved its worth. All new vehicles that require reflective liveries are given the 3M treatment with livery supplied and fitted by Ringway Vehicle Graphics (RVG).

"Without blowing 3M's trumpet too much, it's doing the job," says Dave.

"Unless anyone can come up with anything better, we won't be using anything else."

