

3M™ Diamond Grade™ with assured seal West Midlands Ambulance Service Case Study



Total Commitment

The commitment to keep colleagues safe and happy is why West Midlands Ambulance Service opts for 3M reflective sheeting on all its new vehicles. It's never easy to quantify the value of having reflective sheeting on an emergency vehicle. After all, one can never say that the reflective material has prevented a collision, even though common sense says that the enhanced visibility will contribute to vehicle and passenger safety.

There's another measure too that gives the Regional Head of Fleet, Graham Cann the confidence to specify 3M™ Diamond Grade™ DG³ Reflective Sheeting with assured seal on all new vehicles.

"We've had no complaints from our colleagues," he says.

"In the past we've tested out other types of reflective sheeting and had problems with peeling and dirt ingress. Since we started specifying the DG³ Reflective Sheeting with assured seal we've had none of these problems at all."

Long Term Performance

It might seem a minor point, but of course, the quality of the seal contributes to the long term performance of the product. The DG³ Reflective Sheeting will stay brighter for longer. And likewise, the fact that there's no peeling means that there's no need to withdraw the vehicle for a running repair. It also avoids that extra irritation for the crew of the ambulance when their vehicle is starting to look scruffy.

After all, with 800+ vehicles to look after, in a region covering Warwickshire, Birmingham, the Black Country, Herefordshire, Shropshire, Worcestershire and Staffordshire, there are enough issues to contend with, without having to worry about the reflective sheeting on a vehicle. Knowing it will stay put means one less distraction in providing a service to the public.

That's why the latest vehicles to join the fleet have all been given a full livery using DG³ Reflective Sheeting with assured seal. Sixty Movano ambulances, 34 Honda CRVs, 10 HAZMAT (hazardous material/major incident) vehicles and 3 Landrover Discovery air ambulance support vehicles have recently been liveried by 3M Approved Converter DeSigns Signage Solutions.

"We add roughly 100 vehicles to our fleet every year," says Graham.

