

# 3M Assists Morelock Signs to Lead the Field



3M approved signmaker, Morelock, has become the first company in the UK to achieve formal registration to the new European harmonized standard BS EN 12899:2007. The standard for Fixed Vertical Road Traffic Signs, is further endorsed with the CE mark of approval. There are very few signmakers in the world, never mind the UK, who have the right to use the CE mark on their products. 3M gained CE marking on its own sign sheeting in 2008 and we were in a great position to help Morelock in gaining the CE mark for their traffic signs. Morelock has always insisted on high quality in manufacturing and with every sign made using 3M sheeting, the CE mark adds assurance that the product meets the requirements of BS EN 12899. It will give customers the confidence that they will always get a quality product from Morelock, and it's a guarantee that they can pass to their customers when submitting a tender."

As a market leader in sign manufacturing, Morelock continues to develop its core business. Recognising the advantages of the new registration, the Directors appointed an implementation team headed by Ron Fletcher to achieve certification. In addition, positive feedback from customers and encouragement from 3M convinced Morelock it was the right way forward to stay at the forefront of the industry.

Setting their sights on registration was no small undertaking. BS EN 12899 goes much further than previous standards; its scope includes an assessed Factory Production Control (FPC), in-line testing, calculation of post & foundation details to comply with wind loading and independent product Initial Type Testing (conducted by BSI Testing House).



## Worth the effort

Morelock's journey to registration began about 18 months ago, commencing a period of testing, auditing and setting up new systems & procedures. The process of achieving the product CE mark began with Initial Type Testing, carried out by BSI essentially to verify that the high performance of 3M's sheeting was preserved by Morelock's printing and production processes.

*"As a Company we have worked very hard but it was worth the effort. Our success has been rewarded by 'leading the field' in becoming the 1st sign manufacturer in the UK to achieve the registration".*

says Ron Fletcher, Morelock's Quality Manager and representative on the ARTSM committee.

*"During the early implementation period there were very few people around with the expertise and knowledge to assist us with interpretation of the requirements. However, 3M as a true business partner, did give us guidance and encouragement when needed. For this reason we are very grateful to Liz Newell-Hart for her help and support in sharing data and information to make the process easier for us."*

Whilst implementing the standard Morelock also secured a second success!

Morelock' own branded substrate material – MPGRP was submitted to BSI for product Initial Type Testing. The substrate was tested against the criteria set out in the standard and it passed with flying colours! This further adds weight to previous 3M testing and endorsement that confirmed MPGRP's suitability with their range of facing materials.

## Business benefits

*"Morelock is already seeing the benefit of CE marking,"*

says Steve Garrett, Morelock's National Sales Manager,

*"especially in winning contracts with the Highways Agency in the UK and the overseas markets."*

Ron added,

*"The Highways Agency has been pushing for UK sign manufacturers to go down the registration route and now Morelock have set the industry precedence." "We believe Morelock are still the only UK signmaker to hold the registration. That will surely change as our competitors see the benefits, but we will always have the satisfaction of knowing we were the first... an achievement we are extremely proud of. It's nice when a good plan comes together!!"*

