

# Going up in the world



New gantry signs on two main perimeter roads into Dublin have given 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting a chance to get Irish eyes smiling.

The M4/N7 highway, which runs from Dublin to Limerick, already has its place in Irish road history. This major route features the first substantial length of dual carriageway to have been constructed in the Republic and the first stretch of motorway. Now, along with the M4, it holds the distinction of featuring the first gantry signs to be made by Curran Signs & Graphics, using Diamond Grade DG<sup>3</sup> reflective sheeting.

## First gantry signs

As one of the Republic's major signing companies, Tipperary-based Curran has a long history of providing signage for countless road projects, but perhaps surprisingly, this was the first time the company had produced gantry signs of any kind. It was also the first time that Curran had used DG<sup>3</sup> but according to Paul Curran, it certainly won't be the last.



*"There are several contracts coming up for which DG<sup>3</sup> would be the ideal signing material," he says.*

*"From the perspective of the specifier, DG<sup>3</sup> is clearly the highest performing material there is, but from our perspective as signmakers it's also great because it's very easy to use."*

Some measure of the versatility of DG<sup>3</sup> is evidenced by the ease with which Curran's made its biggest sign to date, a considerable 52 square metre sign.

## Several locations

In total, Curran produced 16 gantry signs, which have now been installed at 8 separate locations on the N7 and M4 routes on their approach to Dublin's M50 perimeter road. Directing traffic towards the centre of Dublin and the small towns on the city's outskirts, the signs are already proving the exceptional performance of DG<sup>3</sup> from every viewing angle and distance.

Carried out as part of a broader scheme by the Irish National Roads Authority to improve access routes in and around Dublin, the M4/N7 gantry signs have given Curran the chance to prove its capabilities and that of DG<sup>3</sup> in a high profile, highly visible scheme of works.

With similar contracts in the offing, Paul Curran is hopeful that the Curran/3M combination will be called on again in the very near future.

*"Everyone is very happy with the outcome on this project," he says. "It was finished on time and in budget and the signs look fantastic."*

