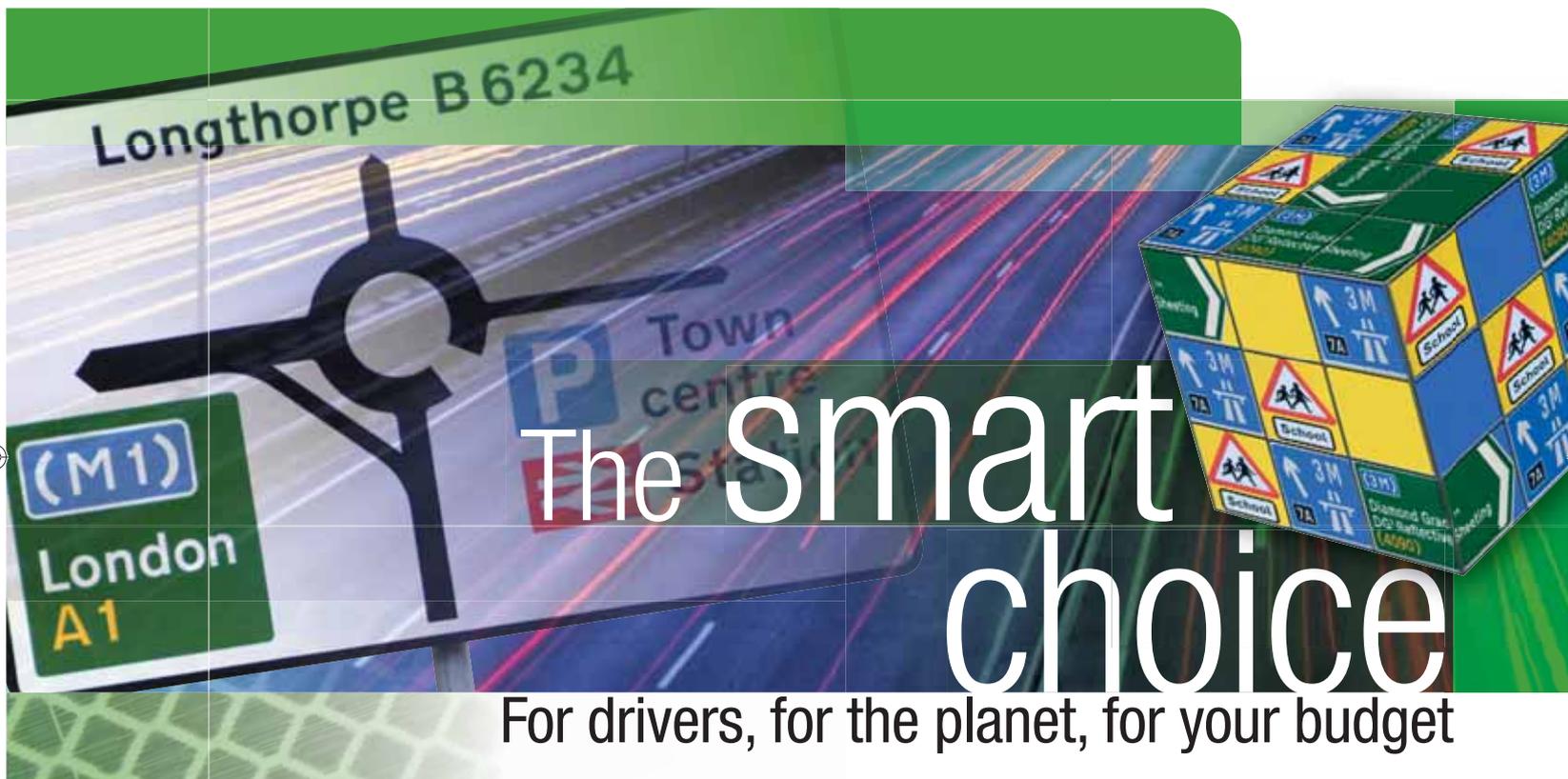


3M Traffic Safety Systems  
Microprismatic Reflective Sheetings



The smart  
choice

For drivers, for the planet, for your budget



RECYCLED PAPER





# Designed to protect road users, the planet and your budget

Any purchase always involves balancing a number of factors; such as product performance, cost and return on investment. These days, it also involves protecting the planet and helping your organisation to meet its environmental obligations.

So when you specify 3M microprismatic materials for any of your road signs, it's great to know that you can tick all the boxes. These are the only signing materials that have been designed to protect road-users, the planet and your budget.

## Maximum performance protects drivers

Both 3M™ High Intensity Prismatic Reflective Sheeting (HIP) and 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting use microprismatic technology, which is tested and proven to deliver superior reflective performance over old-style glass bead materials.

To put it simply, a sign in a particular performance class, made using microprismatic materials is brighter and clearer than its glass beaded equivalent. Overall drivers see it sooner and for longer, across all viewing distances and angles, meaning they have more time to read and react. Microprismatic signs are especially helpful when weather conditions are bad and visibility is poor. Disadvantaged drivers, such as the elderly find it much easier to view and respond to a microprismatic sign.

So, in every situation, microprismatic signs can help to improve road safety just by keeping drivers better informed. That's why microprismatic material should always be the first choice. The only real choice that must be made, is whether to use HIP or DG<sup>3</sup>.

## DG<sup>3</sup> or HIP?

Compared with glass bead alternatives, both HIP and DG<sup>3</sup> provide

- Improved legibility, due to better colour contrast
- Enhanced brightness by day and by night
- Better visibility in all weather conditions
- Environmental benefits
- Greater return on investment
- 12 year guarantee
- CE marked which ensures British and European Standards are met

HIP is a Class 2 sheeting and DG<sup>3</sup> is a Class 3 sheeting



## Energy saving performance protects the planet

The manufacturing technique 3M use to make microprismatic sheeting is a 'cleaner' technology than those used for glass beaded material. 3M takes its environmental responsibilities seriously and since the mid 1970s has been running a Pollution Prevention Pays (3P) program with the goal of eliminating or reducing sources of pollution in 3M products and processes. 3M has been able to make dramatic savings in energy consumption, solvent use and waste creation in the manufacture of microprismatic sheeting.

All of which mean that microprismatic sheeting should be the first choice for environmental reasons.

Compared with production techniques for glass beaded material, the production of 3M microprismatic sheeting

- uses 77% less energy
- produces 46% less waste
- reduces emission of volatile organic compounds by 97%

What's more, there are many locations where microprismatic material may eliminate the need for external illumination.

So, signs made using microprismatic sheeting may not require lighting units, with all the expense and energy consumption that their use and maintenance involves.

Anyone who has an objective to reduce the environmental impact of necessary road safety measures should choose microprismatic sheeting for their traffic signs. Factor in the environmental benefits that accrue when there are fewer accidents, fewer hold-ups, and fewer driver mistakes, and microprismatic sheeting really does tick the box for protecting the planet.



## Durability and 12 year guarantee protect your budget

Once a microprismatic sign is installed you can leave it to do its job, safe in the knowledge that there's a 12 year guarantee (compared to 10 years on our Class 2 beaded product), backed by the technical expertise and global resources of 3M. By purchasing HIP or DG<sup>3</sup> you're also buying into 80 years of research and experience from 3M. That alone makes our microprismatic sheeting a great investment.

But it gets even better. The superior performance of HIP doesn't have to come at an extra cost. In fact, the cost of HIP can often be cheaper than the High Intensity Beaded alternatives.

Add in the fact that 3M microprismatic sheeting simply lasts longer than glass beaded sheeting, (plus the possibility of removing external illumination) and the cost savings soon mount up.

So for cost-saving and budgetary reasons, it always makes sense to consider microprismatic sheeting.

## Make the smart choice

There are so many positive reasons to choose microprismatic sheeting. Drivers notice the difference and see the improved performance. So, it helps protect your reputation as well as road users. But it's in the three key areas of performance, environmental protection and cost that 3M microprismatic sheeting stands out as the overall value for money performer, making it the obvious, the best, and the only choice for every signing situation.





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