

3M™ Diamond Grade™ DG³ Reflective Sheeting with assured seal South Central Ambulance Service Case Study



Noticeably Brighter and Better

South Central Ambulance service is well placed to assess 3M's sheeting, and by every measure, 3M™ Diamond Grade DG³ Reflective Sheeting with assured seal is coming out on top.

In the last 8 months, South Central Ambulance service in Hampshire and Berkshire has commissioned 35 new front line vehicles. They have all been marked up with DG³ reflective sheeting with assured seal, supplied by PVL UK Ltd, and according to Garry Allen, Divisional Fleet Manager, there's a noticeable difference compared to the vehicles in his fleet that were marked with a different material.

"The 3M material is much brighter, more visible in daylight and better at night," says Garry.

"It's bold and stands out, which is vitally important for us, and the 3M fluorescent yellow is definitely fluorescent."

The first of the new vehicles was completed back in June 2008, so it has had more than a year of active service, plenty of time to compare against other vehicles marked at about the same time.

"3M has made a giant step forward with the edging and finish," says Garry.

"You can see the difference between the vehicles on an 08 plate (competitor sheeting) and a 58 plate (DG³ with assured seal). DG³ reflective sheeting with assured seal has a smooth surface so there's no dirt or moisture ingress to dull the finish. That applies on all the different vehicles, panels, and sections that the reflective sheeting is applied to. It looks as good today as it did when it went on. It's clear to me that the 3M material is going to match the service life of the vehicle, which we are constantly under pressure to extend, whereas I suspect that won't be true with the other liveries. However, if we did have a bump that meant a panel needs replacing, it is good to know we, and PVL, have the back up and support that 3M provides."

So by every measure, Garry Allen is delighted with his choice of DG³ reflective sheeting with assured seal.