

# 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting with assured seal Essex Police Case Study



## Saving Lives, Saving Money

Once 3M™ Diamond Grade DG<sup>3</sup> reflective sheeting with assured seal has done its main job of protecting police officers, Essex Police are especially pleased that it also protects their investments.

With several hundred front line vehicles that carry a half or full battenburg livery, Essex Police has made a big commitment to using 3M reflective sheeting. For the past couple of years, the force has used DG<sup>3</sup> assured seal, (supplied through Bluelite Graphics), to every new car that needs the extra reflectivity that DG<sup>3</sup> with assured seal provides.

The decision to use DG<sup>3</sup> with assured seal was taken primarily for reasons of performance, given its exceptional brightness and resistance to peeling and fading. *"It stands up very well to chemical washes, and is as bright two years on as the day it's first applied,"* says John Gorton, Head of Transport for Essex Police.

However, John has also discovered another advantage, which in a period where budgets are being tightened, is proving especially important. *"One of the things we have to be very careful about is preserving the residual value of vehicles,"* he notes.

*"Although DG<sup>3</sup> with assured seal stays securely stuck to panels during normal operation we find it is much easier to remove once the vehicle has reached the end of its service life. That helps us get the maximum residual value for the cars we sell on, because the material provides a degree of protection to the panels and paintwork"*

John, and colleague Phil Knight, both note that it had sometimes taken several hours to remove older style reflective sheeting from previous vehicles. The time spent and damage caused effectively stripped many pounds off the re-sale value of cars. With DG<sup>3</sup> with assured seal the problem is significantly reduced.

*"I can't think of many negatives," says John. "DG<sup>3</sup> with assured seal is protecting our officers on duty, it's protecting our panels and paintwork during everyday use, and when the car reaches the end of its service life, it's protecting our investment too."*

