

Ireland joins the race for HIP



A demonstration at Leopardstown racecourse gave Irish signmakers their first sight of 3M™ High Intensity Prismatic Reflective Sheeting (HIP). Now the race is on to complete several major projects using this new material.

In March 2006, 3M invited four of its approved signmakers in Ireland to see HIP in action. A number of signs, which used a variety of materials, were erected on the outer road of Leopardstown racecourse. A night-time demonstration then gave the representatives of PWS, Curran Signs, Castle Signs and Municipal Equipment the chance to assess the performance of HIP. They were able to compare HIP directly alongside the beaded high intensity materials and engineer grade sheeting most often used in Ireland for permanent signs. They also demonstrated the use of engineer grade and HIP for temporary roadworks.

First use

The first signs in Ireland to use HIP as part of the National Roads Authority programme, was on the Camaross Bypass in County Wexford.

Curran Signs carried out the work, and according to Paul Curran, it was an easy decision to propose HIP ahead of the engineer grade material that is normally specified.

“The performance of HIP is so much better both by day and by night,” he says, “and the longer warranty on HIP means that it offers better value for money on the overall contract.”

Not surprisingly the National Roads Authority have also appointed Curran Signs to use HIP on the Callan Bypass in County Kilkenny.

Safe bet

Don Breen of 3M Ireland, who led a 3M team at the launch, is sure of success for HIP.

“There aren’t many times you can go to Leopardstown and be sure of backing a winner,” he says. “But in the case of HIP, I knew we had a safe bet. Its high performance and extra long warranty mean you simply cannot lose when you choose it.”

