

Seeing was believing



Late last year, 'Seeing is Believing' gave us a great platform to demonstrate how our products perform in situ and to prove they are best in class.

There aren't many places to observe the performance of road safety products at close quarters in absolute safety. No-one wants to assess a white line or a road stud in the middle of a highway at the peak of the evening rush hour.

That's what makes 'Seeing is Believing' such a great forum for demonstrating how products perform in real-life situations. The show, which took place between November 9th-11th at MIRA Proving Grounds, Nuneaton, was both a conference and exhibition event. It was an event at which we took the opportunity to launch new products, as well as to show off once again the excellent performance and value for money of our Diamond Grade and High Intensity Prismatic signing materials.

The on-track demonstrations proved to be a highlight, with 84% of visitors giving this as their main reason for attending. It is true to say that no other exhibition can offer such an experience in an outdoor, working environment, and we took full advantage by displaying our full range of lining, signing and road stud products.

Stamark

In launching the 3M™ Stamark™ Road Marking Tape Series, we were able to show just how easy it is to mark a road surface with these tapes, and how brilliantly they perform once laid. Different versions of the tape are available for permanent and temporary marking situations, as well as for marking long white lines, and masking out old lines.

Given 3M's experience of producing highly reflective materials, most visitors weren't so surprised that the white and yellow lines were bright and clear, regardless of light or weather conditions. However what did impress many visitors to the show was the ease and speed of application. After a quick brush of the road surface, the tapes can be rolled out by hand, or with an applicator for longer lengths, cut and tamped down, and the job is done in double-quick time. It's so much simpler than using thermoplastic, and the finished result is much better too. What's more, access is no longer an issue as specialist vehicles aren't needed.



Road studs

Ease of application is also a feature of the road studs we had on display, but durability is the real virtue of our Marker Series 290 Road Stud. When used in combination with the Roadcraft/Fleming 301 metal casting, the 290 provides excellent long life performance in all weather conditions and on all roads, including those with very high levels of traffic. The 290/301 road stud is easily installed using traditional vertical milling equipment and is supplied complete with the reflector already fitted.

The 290/301 combination has been used on many roads throughout Europe.

Visitors to Seeing is Believing were able to see the road studs in practice and whilst it wasn't possible to prove their durability during a three day show, their brightness was there for all to see.

Signing

So too was the fantastic performance of our signing materials. Visitors were driven round displays of products in real-life situations, and this gave us a great opportunity to show how brilliantly our signing material performs.

A split sign, finished one side with our HIP sheeting, and the other with the best that beaded can offer, gave ample demonstration of the superior reflective performance of HIP. This difference was plain to see, but visitors were also impressed by the less obvious benefits of HIP. The manufacturing methods we use for HIP are much kinder to the environment than the methods used for beaded products, and with a 12 year guarantee, the lifetime cost of a sign made with HIP is much improved too.

Cost and energy savings

With financial matters uppermost in everyone's mind right now, the show provided us with the perfect forum to demonstrate the high performance of our Diamond Grade™ DG³ Reflective Sheeting, and how it's possible to use DG³ without external illumination to save money and energy.

DG³ is so much brighter than standard beaded sheeting because of its superior reflective performance and that makes it a much more cost effective and environmentally-friendly alternative when compared to old-style signs and expensive illumination units.

There's also a safety advantage too because less workers are needed at the road-side during the initial installation, and of course, there aren't any maintenance issues with an un-lit, DG³ sign.

Ultimately, cost and energy savings was a big take-home message from the show as a large gantry sign over our demonstration area thanked our visitors for attending – and of course, it was made using DG³ without external illumination. It was farewell proof that DG³ means lighting units are unnecessary in many situations.

