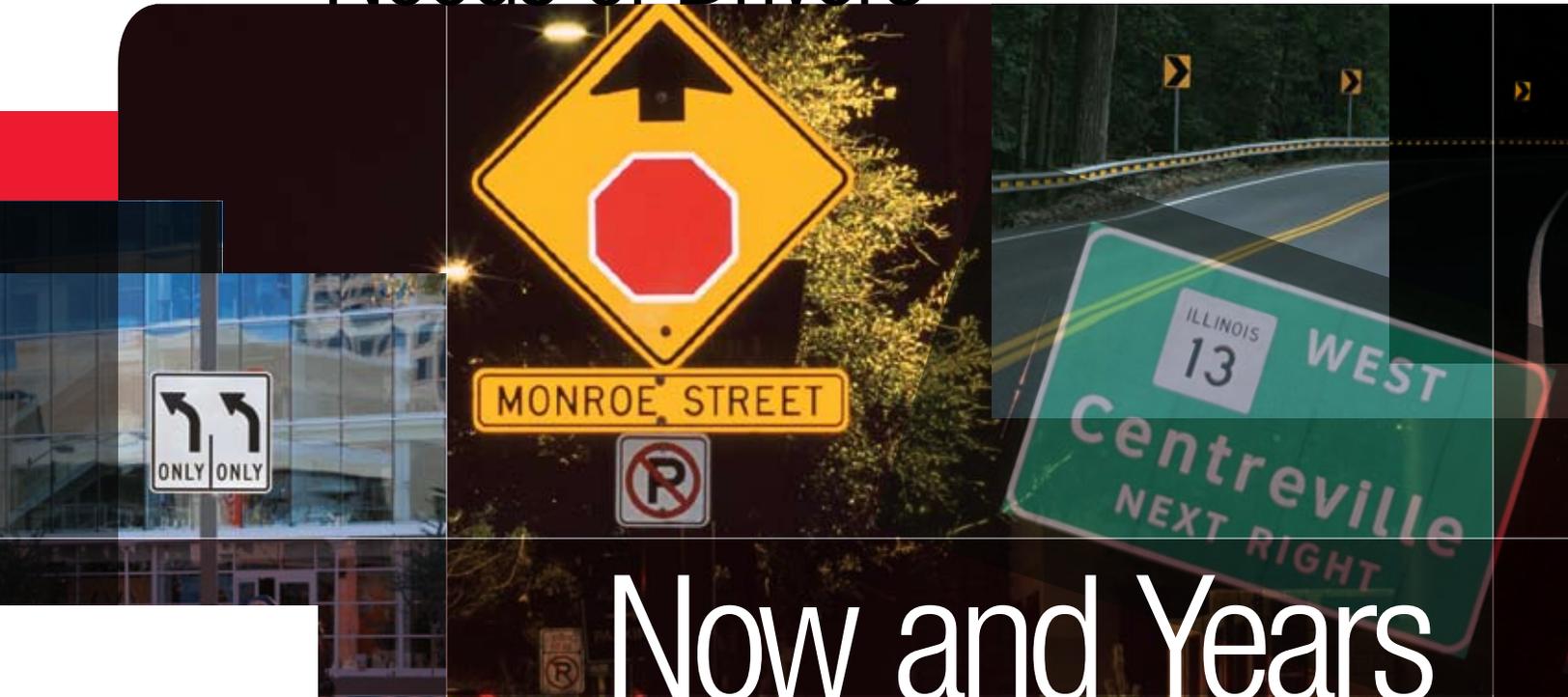


3M™ Diamond Grade™
DG³ Reflective Sheeting Series 4000

Designed to Meet the Needs of Drivers



Now and Years From Now

- State-of-the-art “full cube” technology
- 100 percent efficient optical elements
- Delivers optimal performance where and when drivers need it most

3M

Drivers today need more help on the roadway

Several factors render much of today's installed signing less effective in providing the visual guidance drivers need. Visually/optically aimable (VOA) headlights, with their horizontal cut-offs, reduce the visibility of signs by as much as 53 percent (depending on sign location).¹ Diverse vehicle sizes – from cars to SUVs to semi-tractors – create vastly different observation angles. Changing demographics also play into the need for improved signage. Older drivers have slower response times and decreased visual acuity at night.²

Science supports better signage

A distinct correlation exists between sign brightness and a driver's ability to comprehend the sign's message.³ Comprehension directly relates to reaction time, which can mean the difference between safely navigating a certain roadway environment or being in an accident. One study found that where brighter, more visible signs were installed, crash numbers fell by 25 to 46 percent over three to six year period.⁴

Designed to meet the needs of all drivers—now and years from now

3M™ Diamond Grade™ DG³ Reflective Sheeting incorporates “full cube” technology for optimal performance. Its optical elements are 100 percent efficient, returning almost 60 percent of available light – nearly double that of traditional prismatics. DG³ sheeting is designed as a replacement for all types of reflective sign sheetings in use today. It performs at all sight distances – including short and medium sight distances, and where signs are positioned in disadvantaged locations such as overhead or on the left shoulder.

¹ Sivak, M., et al, University of Michigan Transportation Research Institute, UMTRI-2000-1.

² *Transportation in an Aging Society*, special report 218, FHWA, 1988.

³ Schieber, F., University of South Dakota, Heimstra Human Factors Laboratories, TRB-04-1951.

⁴ Ripley, D., Howard R. Green Company, ITE AB04H313.

Better for the environment

Not only is 3M Diamond Grade DG³ sheeting bright and durable, it's better for the environment. The manufacturing processes for prismatic sheeting reduce VOC emissions by 97 percent and energy consumption by 72 percent compared to standard engineer grade sheeting processes. Now that's a change for the better.

Available in standard and fluorescent colors for highly visible signs from day to dusk to dark.



As the leader in reflective sheeting technology, 3M can meet your specific sign sheeting needs. To learn more about 3M™ Diamond Grade™ DG³ Reflective Sheeting Series 4000, contact your 3M representative, call 800-553-1380, or visit us on the web at www.3M.com/tss

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