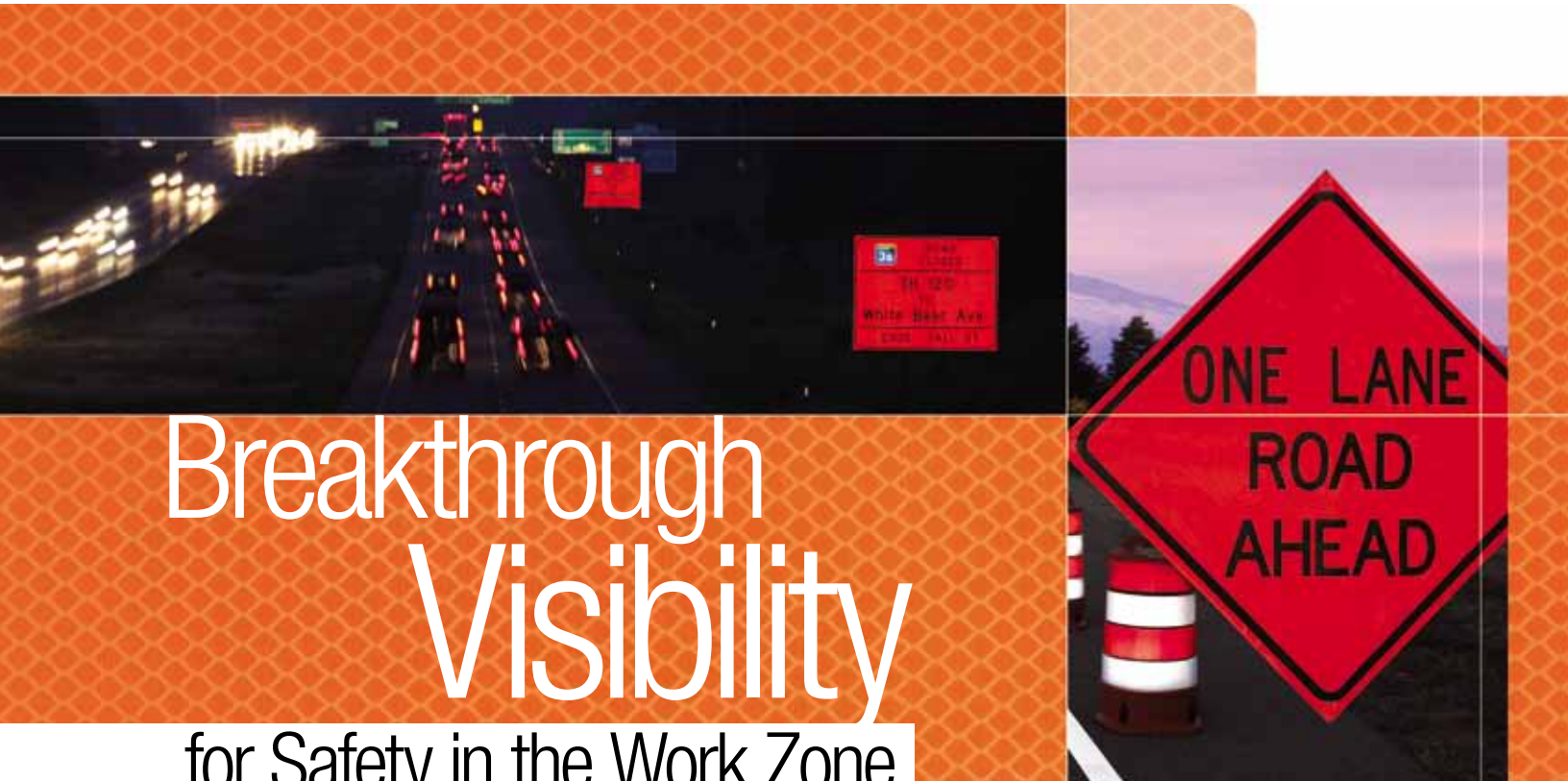


3M™ Diamond Grade™ DG³ Reflective Sheeting



Breakthrough Visibility

for Safety in the Work Zone

- Improve safety with maximum brightness and angularity
- Attract driver attention for more predictable response
- Maintain high conspicuity with attention-getting fluorescent orange color
- Better positive guidance with unmatched performance

3M

Work zone safety: Unmatched brightness and angularity

Twice the retroreflective
efficiency of conventional
prismatic technology

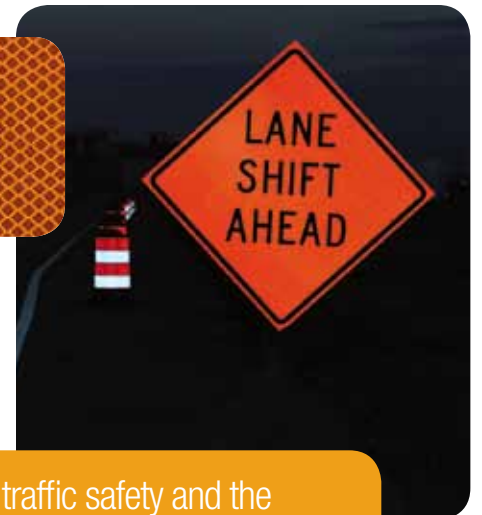
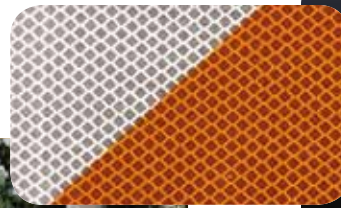
Stand out in a visually cluttered environment

Traffic safety is hyper-critical in the work zone environment. Construction work zones statistically represent only a small fraction of roadway miles but are the site of an increasing number of roadway accidents with more than 1,000 fatalities occurring each year.¹ Danger is complicated by the confusion of nighttime working lights, unusual lane changes and unexpected driving requirements. For these reasons alone, unambiguous signs and directions are essential.

Studies indicate that brighter signs can help reduce crashes². Signs that are more visible attract the driver's attention to recognize and respond to directions. A proper reaction is especially critical for safely moving through an unfamiliar work zone.

¹Laborers' Health and Safety Fund of North America, Road Construction Hazards Fact Sheet

²Ripley, D., Howard R. Green Company, ITE AB04H313



Dedicated to traffic safety and the transportation industry, 3M has been an innovation leader for nearly 70 years. 3M combines comprehensive systems and services with high-performance materials to provide visibility and safety for life on the road.

Learn more about how the leader in reflective sheeting technology can meet your work zone visibility and safety needs. Visit www.3M.com/tss or contact your 3M representative at 800-553-1380.



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