

# Improve motorist safety—upgrade your signs today!

Studies show  
that brighter signs:

- Improve roadway safety
- Are a low-cost safety improvement that help reduce fatalities
- Provide a means to lower tort liability exposure

Use of high performance sheeting actually lowers costs over the life of the sign.

Sheeting Attributes	Engineer Grade	3M™ High Intensity Prismatic Reflective Sheeting
Technology	1940s – Enclosed Glass Bead	2000s – Truncated Prismatic
Retroreflectivity	70 cd/lux/m	360 cd/lux/m
Optical Efficiency	7%	32%
Overall Performance	Insufficient per proposed federal minimum reflectivity levels	Excellent
Cost of Sign*	\$35.94	\$40.63
Expected Life	7 years	10 years
Cost per Year	\$5.13	\$4.06

\*Example only—actual sign cost may vary

## Prepare now for the Federal Minimum Reflectivity Ruling

“This proposed change seeks to **improve the night visibility of traffic signs** by requiring agencies to **replace all signs that do not meet driver needs.**” FHWA

### Proposed Rulemaking on Sign Retroreflectivity

Learn more:

[http://safety.fhwa.dot.gov/roadway\\_dept/retro/index.htm](http://safety.fhwa.dot.gov/roadway_dept/retro/index.htm)

*Our products use*

**3M** Reflective Sheeting Products

Printed in USA.  
© 3M 2007. All rights reserved.



Traffic Signs - Highway Safety Items - OSHA Signs and Decals - Sign Supply Division

**Post Office Box 54091  
Jackson, Mississippi 39288**

**Voice: 1-800-367-1492  
1-601-932-5854**

**Fax: 1-800-206-3444  
1-601-932-7178**

**[www.cpcsigns.com](http://www.cpcsigns.com)**