Traffic & Safety Products
Avery Dennison Reflective Products Division is a leading developer and manufacturer of innovative technologies used worldwide. Avery Dennison has been providing traffic safety solutions since 1924 with the genius of the predecessor J.C. Stimson applying prismatic glass materials in road signs. This idea evolved into reflective materials for car bumpers in the Model A Ford in the 1930s to microprismatic retroreflective films in the 1980s.

Avery Dennison continues the legacy of innovative technologies by bringing a full cube Omni-Directional prismatic retroreflective film to the market in 2010. Partner with Avery Dennison, a time proven supplier of reflective material solutions to give you peace of mind.

This catalog provides brief descriptions of our full line of high performance, high durability and high value products available through an expanding network of worldwide offices. Individual product brochures, specifications and technical information can be obtained from any of these offices or electronically at www.reflectives.averydennison.com

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Omni-Directional Performance

Developing reflective sheeting that provides the safest driving experience around the world has always been our first priority. Extensive research and development ensures our sheetings return a consistently high amount of light back to the eyes of the driver. All of our reflective sheetings have been designed to perform without visual rotation sensitivity in sign construction. In other words, regardless of the rotational direction that the film is applied to the substrate, you will see uniform sign performance through all of the critical viewing angles.

What is rotational sensitivity? At night, some road signs appear to be inconsistent from letter to letter or shape to shape. This inconsistency comes from prismatic retroreflective materials that are rotationally sensitive. When prismatic materials are applied to a sign, some of them have reduced reflectivity at certain orientations. In these cases this reduced reflectivity may even be below the specification. Regardless of which Avery Dennison reflective sheeting you choose, be assured that there will be consistent visual appearance to all your signs.

Avery Dennison has earned its reputation as one of the preferred suppliers to professional sign shops worldwide serving the highway safety industry. We take reflective sheeting to the next level in performance and safety with our OmniCube™ and OmniView™ premium reflective sheeting.
OmniCube™
Retroreflective Film

The robust performance characteristics of Avery Dennison OmniCube™ Full Cube reflective sheeting make it the perfect choice for applications requiring high reflectivity at both long and short distances. OmniCube™ is designed to meet or exceed ASTM D4956 Type XI.

OmniCube™ retroreflective film provides the most light back to the driver. Its full cube prisms are nearly 100 percent efficient – returning approximately 60 percent of the available light back to the driver, compared to only 40% light returned with most other prismatic sheetings. Using intelligent cube technology, OmniCube sheeting is engineered with a broad array of full cubes with angles tailored to meet the unique needs of drivers in different vehicle types. It precisely aligns the cubes in multiple orientations to deliver consistent performance – whether reaching a car, truck, sport utility vehicle or motorcycle. In addition, signs made with OmniCube sheeting provide superior visual retro-reflective performance regardless of sign orientation – including computer-cut legend and sign border placement on guide signs. OmniCube’s multi-oriented tiles eliminate the need to apply sheeting to sign blanks in the same direction in order to achieve uniform performance. As a result of its omnidirectional design, fabricators will benefit from reduced time and material waste, which is savings they can pass along to their customers.

<table>
<thead>
<tr>
<th>Product</th>
<th>Specifications ASTM D-4956</th>
<th>Colors</th>
<th>Fluorescent Colors</th>
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<tbody>
<tr>
<td>OmniCube™ Type XI</td>
<td>T-11500, T-11501, T-11505, T-11507, T-11508</td>
<td>White, Yellow, Orange, Blue, Green, Red, Brown, FL Yellow</td>
<td>T-11511, T-11513</td>
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</table>
OmniView Prismatic Grade Reflective Sheeting is a super-high performance, microprismatic retroreflective material. OmniView provides long distance performance while still maintaining the short distance performance, which characterizes Type IX. This unique performance combination provides high conspicuity for early recognition and additional brightness at shorter distances.

T-7500 MVP/B (Maximum Visual Performance) offers excellent daytime color and the highest levels of reflectivity. It is our top-line prismatic sheeting applicable for all high speed roadways and urban areas where higher ambient light levels can make signs less visible. T-7500 MVP/B is ideal for overhead guide signs and directional signs that receive less light from vehicle headlamps.

OmniView™ offers premium prismatic sheeting for applications requiring both long and short distance brightness. It’s ideal for rural signage where long-distance brightness for conspicuity is needed for recognition, while short-distance brightness is required for legibility. OmniView is engineered to meet or exceed ASTM D4956 Type IX.

T-7500 MVP/B (Maximum Visual Performance) provides the highest level of reflectivity for long distance applications. T-7500 B meets or exceeds CUAP Type 3B in Europe.

Both OmniView and T-7500 MVP/B have no orientation requirements. Both materials can give assurance to Traffic Engineers for consistent visual performance no matter how the sign is made. This allows sign shops to maximize their material yield for legend and sign blank nesting over rotationally sensitive materials.

OmniView™ and T-7500 Retroreflective Films

<table>
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<th>Product</th>
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<td>T-7500 MVP/B Type VIII</td>
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High Intensity Prismatic and Glass Bead Retroreflective Films

Avery Dennison® High Intensity prismatic and High Intensity glass-bead reflective sheetings are suitable for many traffic sign applications. These sheetings deliver excellent value by balancing performance and life cycle costs.

Both Avery Dennison High Intensity Beaded and Prismatic films are omni-directional. Both films are visually consistent, no matter how the material is applied to the sign.

T-6500 High Intensity Prismatic is an excellent value grade of prismatic reflective sheeting. Its reflective performance is slightly above high intensity glass bead sheeting and has the brighter daytime colors found in all prismatic materials. T-6500 is a durable, highly reflective sheeting designed for all uses of traffic control and guide signs. T-6500 meets or exceeds ASTM D4956 Type III and IV specifications.

T-5500 High Intensity Grade sheeting is an encapsulated lens glass-bead sheeting that exceeds the reflectivity requirements of ASTM D-4956 Type III specification. Avery Dennison gives agencies a choice in providing both a prismatic and a beaded High Intensity grade product. T-5500 is appropriate for traffic control and many other signing applications.

### Specifications

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<th>Product</th>
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<tr>
<td>T-6500</td>
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<td>T-5500</td>
<td>Type III</td>
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</table>
T-1500 Engineering Grade reflective sheeting is an enclosed lens material that meets or exceeds requirements of ASTM D-4956 Type I specification. This sheeting is the lowest cost reflective sheeting specified for use in traffic applications.

Series M-0550 Utility-Commercial Grade sheeting is excellent for use in parking lots and other non-regulated applications such as wayfinding that require a low-cost alternative with minimal specification requirements.

Avery Dennison glass-bead reflective sheetings are suitable for some traffic sign and non-regulated wayfinding applications. These sheetings deliver excellent value by offering moderate reflective performance in a durable material.

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<tr>
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<td>M-0500</td>
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Transparent Overlay Films & Inks

Avery Dennison Overlay and Ink Systems are designed to match the Avery Dennison reflective sheeting type you are using.

Avery Dennison also offers a range of opaque cast and calendared vinyl films to meet all of your signing needs.

Inks

4930 is a one part, 10-year solvent-based ink system for use on all Avery Dennison Prismatic and T-5500 sheeting products.

7TS is a one part, 7-year solvent-based ink for use on Avery Dennison T-1500 Engineering Grade reflective sheeting.

UVTS screen printing inks are used in UV-curing systems. Use of UVTS Clear Coat or Avery Dennison OL-1000 Premium Anti-Graffiti sheeting is required for 7- or 10-year durability. Refer to Instructional Bulletin 8.55 (available on the web) for sheeting compatibility.

Overlay Films

OL-2000 Acrylic Overlay delivers excellent transparency and can be used on all Avery Dennison reflective sheeting grades. Available colors: Clear, Yellow, Black, Orange, Blue, Green, Red and Brown.

OL-1000 Premium Anti-Graffiti Film is an optically clear film with up to 10-year durability.
Fluorescent Orange Work Zone Signage

Avery Dennison® Fluorescent Orange is available in OmniCube™ OmniView™ and T-7500 MVP.

Fluorescent Orange is a bright highly visible fluorescent color that provides daytime conspicuity from dawn to dusk. This color has become the standard in North America and other parts of the world for providing safer Work Zones.

Barricade Applications

Pre-striped Engineer Grade Reflective sheeting for barricades is a high quality, enclosed lens retroreflective material. Meets applicable requirements for engineer grade sheeting applications.

Pre-Striped Barricade is also available in High Intensity Prismatic W-6000 series, and OmniCube W-11100 series for use on various traffic control devices.

Barrel Applications

Work Zone Reboundable products are available in High Intensity Grade, WR-6100 series and Prismatic Grade, WR-7100 series. These products are designed for high levels of reflectivity, printability, flexibility and abrasion resistance that is required in plastic work zone traffic control devices.

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<table>
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<td>Type VIII</td>
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<td>W-9214</td>
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<td>W-6511</td>
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<td>W-7200</td>
<td>Wood</td>
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<td>W-9200</td>
<td>Wood</td>
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<td>WR-7114</td>
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Construction Work Zone Films

When conditions require temporary traffic control devices to warn drivers of a work zone and keep workers safe, Avery Dennison® offers a wide range of work zone reflective sign sheeting and pre-striped reflective barricade products for optimal visibility in hazardous work areas.
Vehicle Conspicuity Tapes

Research has documented that vehicle conspicuity tape improves vehicle safety through accident avoidance and reduction in accident severity. Increased safety results in reduced liability payments and additional savings for your fleet.

V-5720 Conspicuity Tape is the original red and white stripe reflective contour tape developed for North America in the 1990s to improve nighttime vehicle recognition. Also adopted in other countries, such as Brazil and China, given its significant improvements to road safety. V-5720 is a highly durable single layer construction offering easy repositionable application. It is available in the traditional 2” wide rolls as well as strips and kiss cut finishes. It is now offered in 10-year durability for new vehicles, as well as 5-year durability for replacement applications! In addition, customize your fleet’s conspicuity tape with our custom logo options.

<table>
<thead>
<tr>
<th>Product</th>
<th>Durability</th>
<th>Applications</th>
<th>Specifications*</th>
<th>Approval Mark</th>
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</tbody>
</table>

* For complete listing of approved products, please contact your Avery Dennison representative.
Statistics show a reduction of 41% in side and rear impact into trailers in dark-not-lighted conditions when using conspicuity tape. Many accidents are avoidable if the passenger vehicle driver had only been able to detect the truck in time. Reflective contour markings on trucks make detection easy, giving drivers time to see a vehicle, react and avoid a collision.

Vehicle Conspicuity Tapes

V-6700B Conspicuity Tape is designed for trucks and trailers in the European Union and meets the stringent requirements of the ECE 104, Class C specification. Material is fully tested and approved by third party laboratory and carries the official watermark. Also used in other countries, such as India, Japan, and South Africa. Available in white, yellow, and red. Suitable for use on rigid surfaced vehicles and trailers.

V-6750B Conspicuity Tape is ideal for flexible surfaces, such as PVC tarpaulin curtains. Complimentary to the V-6700B product for rigid surfaces, V-6750B meets the same ECE 104, Class C requirements. Offered in die cut squares separated by small gaps allows curtains to bend easier. An integrated application tape allows it to be applied as it were one piece.

<table>
<thead>
<tr>
<th>Product</th>
<th>Durability</th>
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<td>V-6700B</td>
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<td>V-6701B</td>
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<td>V-6772B</td>
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</table>

* For complete listing of approved products, please contact your Avery Dennison representative.
Vehicle Conspicuity Tapes

All Avery Dennison conspicuity tapes and delineators are composed of a single layer construction that does not require edge sealing. All approval markings are sub-surface printed and will not wear off from regular abrasion or cleaning, ensuring compliance to vehicle inspection.

V-9700 Conspicuity Tape is designed for use on many different applications from school buses to farm equipment and other slow moving vehicles. It meets a wide variety of applicable industry standards such as ASTM, FMVSS, NTSP, and ANSI/ASAE. It is available in white, yellow, and red.

V-9700RR Delineator Tape increases the visibility of your rolling stock. Offered in both yellow and white and carries the official FRA-224 watermark. Available in 4” wide rolls as well as strips and kiss cut finishes. Comes with an aggressive adhesive for low temperature applications.

<table>
<thead>
<tr>
<th>Product</th>
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</tbody>
</table>

* For complete listing of approved products, please contact your Avery Dennison representative.
OmniBrite™ and Translucent Specialty Films

Avery Dennison OmniBrite™ Series S-9000 has Omni-Directional performance. This means you can offer your customers the highest levels of reflectivity no matter which way they twist, turn, or bend.

OmniBrite™

OmniBrite™ is a flexible microprismatic material designed for use on safety vests and other garments. It offers high levels of reflectivity no matter which way people turn, twist, or bend — even in all wet weather conditions. OmniBrite™ is machine washable and has been certified to meet or exceed many industry standards, including ANSI/ISEA-107, EN-471 and CSA-Z96.

OmniBrite™ S-9000C is the sister product to S-9000 and is a flexible, microprismatic material suitable for conversion into cone collars and similar products.

Translucent Prismatic Reflective Films

6600 Translucent Reflective Sheeting is engineered for all back-lit signing applications including airport runway signs or emergency exit signs where loss of internal illumination could be fatal.

<table>
<thead>
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</table>
License Plate and Security Films

License plate and security films provide high levels of reflectivity while allowing for custom printing options and security features that are critical to government agency requirements.

Used throughout the world, Avery Dennison License Plate films are available to meet many current fabrication and printing systems, including integrated digital systems. Materials can be custom-printed, water-marked, or incorporate our patented Secure Mark™ process depending on the level of security desired.

L-3050 reflective sheeting for license plates is a premium quality, durable, enclosed lens retroreflective material. It is designed and engineered specifically for the production of embossed license plates. It can easily be custom printed and numeral coated with solvent or UV roller-coat inks or thermal transfer foil printers.

L-6050 prismatic reflective sheeting combines the greatest reflectivity and most difficult to counterfeit license plate with the best luxury image on the vehicle.

Secure Mark™ provides the highest level of sheeting security due to its unique optical characteristics. The Secure Mark™ feature is imaged within the reflective sheeting by a patented technology that cannot be duplicated by conventional printing methods or laser etching.

LV-0700 validation decals are used to prove annual registration of vehicles or other crafts. Easy to print and convert - it is also tamper evident to prevent transfer without obvious damage. Offered in multiple colors and custom watermarks for added security.

LW series window stickers are designed to be variable printed for use inside or outside the vehicle. Reflective permit stickers provide easy verification for authenticity.

<table>
<thead>
<tr>
<th>Product</th>
<th>Application</th>
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<tbody>
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<td>Embossable standard issue license plates</td>
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<tr>
<td>LP-3050/LP-0500</td>
<td>Reflective material for standard and digital surface printing; includes overlaminate layer.</td>
</tr>
<tr>
<td>L-6050</td>
<td>Embossable prismatic license</td>
</tr>
<tr>
<td>LF-1500</td>
<td>Front face license plates</td>
</tr>
<tr>
<td>LV-0700</td>
<td>Stickers for annual registration can be applied to the license plate or directly on other crafts</td>
</tr>
<tr>
<td>LW-1000</td>
<td>Stickers requiring exposed metalization layer for security</td>
</tr>
<tr>
<td>LW-0400</td>
<td>Stickers requiring protective layer</td>
</tr>
<tr>
<td>LWF-0100</td>
<td>Stickers requiring a front face adhesive</td>
</tr>
</tbody>
</table>
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