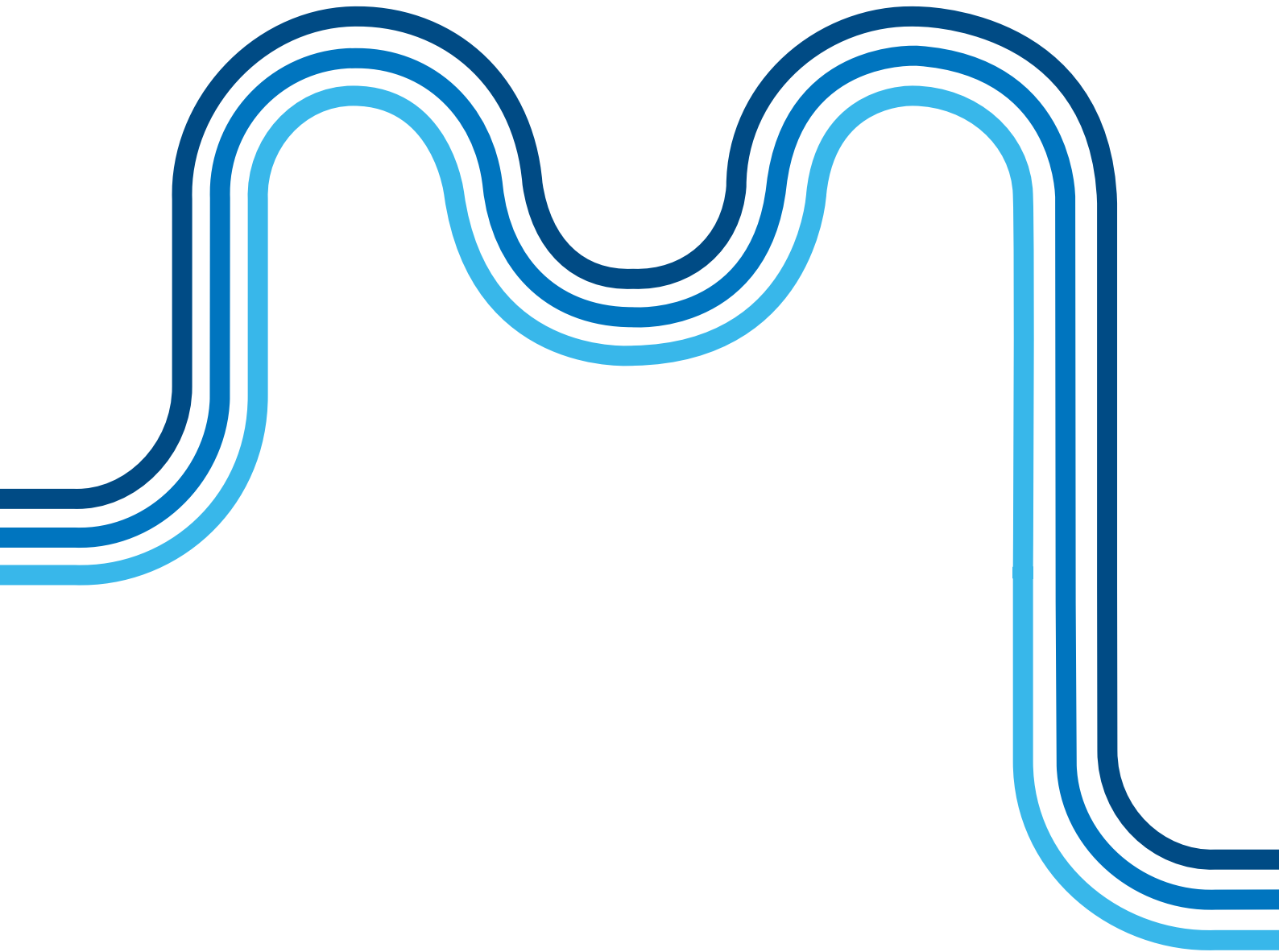




William Smith
established 1832



3M High Visibility
Vehicle Safety Marking Tapes

“ We anticipate that using the safety marking tape as part of our risk assessment package will assist in reducing our insurance costs. Furthermore, it looks good on the vehicles, especially after dark, and feedback from our drivers has been positive - in fact, they asked for more.

”

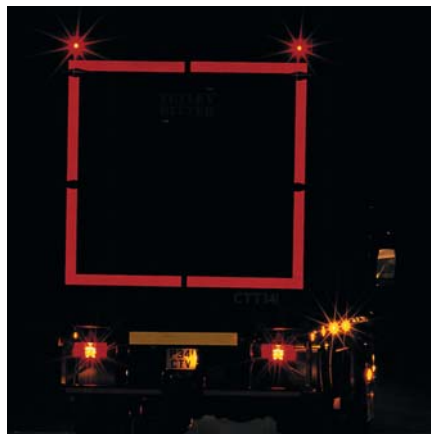
Wirral, M.B.C

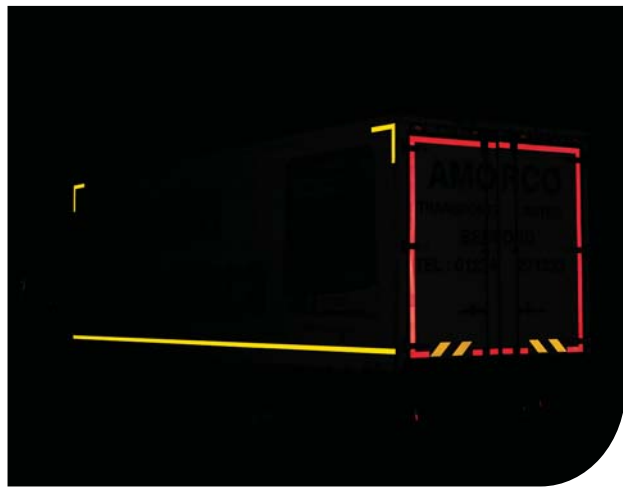


conspicuity



The ability of a vehicle to be clearly recognised whether moving or stationary





3M High Visibility Safety Marking Tapes are an effective way to increase the visibility and safety of vehicles and their operators on UK roads and highways.

Increased Visibility

3M Vehicle Safety Marking Tape is a highly reflective material that improves the visibility of your vehicles at key times by day and night.

Increased visibility means increased reaction time for other road users. This material:

- has reflectivity 9 times greater than standard reflective films
- is visible up to 1000 metres
- reflects to nearly 90 degrees

Reduced Accidents and Downtime Costs

It shall be the duty of every employer to ensure, so as far as is reasonably practical, the health, safety and welfare at work of all employees.

There is evidence to suggest that 3M High Visibility Safety Marking Tape can play a vital role in helping to improve safety and lower operating costs.

Independent research (Vector Study-US) has shown that by using Safety Marking Tape, it helped in reducing the number of vehicles involved in night-time accidents by up to 21% and 14% during the day.

Another study undertaken by Darmstadt University, Germany, involved tracking 1000 marked vehicles (with High Visibility Safety Marking Tape) and 1000 unmarked vehicles over a two year period. Only 1 marked vehicle was involved in a night-time accident compared to 30 unmarked vehicles within the stated time.

Further details of both studies are available upon request.

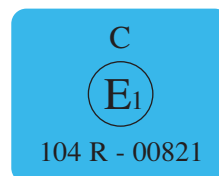
Improved Safety

By simply applying 3M High Visibility Safety Marking Tape onto your vehicles this film can contribute towards:

- increased employee safety for time spent in and around vehicles on public highways
- increased public safety for other road users and pedestrians at all times
- improving the safety records of vehicle operators on UK roads
- being seen to have an enhanced public image as a responsible operator

Recommendations For Use

ECE104



ECE104 is a new piece of legislation that establishes guidelines for the use of retro-reflective markings on long and heavy vehicles operating throughout Europe.

This regulation states what retro-reflective contour safety markings and reflective markings for advertising and graphics can be used. All new 7.5t trucks and 3.5t trailers will need compliant high visibility markings on from July 2011 under the new legislation being introduced.

3M 983 Series is kite marked with the above E-Mark symbol, without it material isn't compliant with the regulation and can't be used.

CHAPTER 8

Chapter 8 of the Traffic Sign Manual provides guidelines for companies operating vehicles on public highways. Section five outlines what conspicuous markings are needed on vehicles that intentionally stop for work purposes on public highways. It includes vehicles large and small. Vans and trucks need permanent markings whereas cars can have temporary magnetic strips applied as and when required.

We are recommending that 3M Scotchlite 980-72 red micro-prismatic reflective film should be used for the red markings and 3M Scotchcal 3485 Series Saturn Yellow non-reflective film for the fluorescent markings. Both films have been designed for high visibility impact.

To request a product card on ECE104 and/or Chapter 8 please contact us by telephoning 01833 694707 or email info@williamsmith.co.uk

Be Seen, Be Safe!

Safety Marking Tape Costs

For as little as £70.00 per vehicle 3M High Visibility Safety Marking Tape can help to minimise the risk of vehicles being involved in accidents.

Service

As the premium national convertor and distributor of all 3M High Visibility Safety Marking Tapes, you have access to these films within 24 hours of placing your order.

Ready to Apply Kits

Kits are available for one offs or fleet vehicle marking programmes. For further information, please contact us to discuss your requirements.

Notice the Difference!

"Safety was the prime consideration in applying the reflective markings, but the benefits have gone beyond that. It's raised our profile with the people we serve. We have a fleet of 440 vehicles, including passenger and refuse collections, and it's now our policy to apply reflective tape to these vehicles as and when budgets permit. William Smith has been very professional in all their dealings with us, and the tape is doing a good job in protecting our workforce"

London Borough of Redbridge

Notice the Service!

"We needed both visibility and the professionalism that William Smith can bring to a job. They always 'come up with the goods', whatever is needed, and apply the same degree of attention and professionalism regardless of size of the project. Nothing is too small or mundane for them. They are excellent to work with and our working relationship with them is more like that of a partner than a supplier."

Andrew Deplitch - IPS

The Products



3M High Visibility Tape - 980 Series

3M 980-72 Red Chapter 8 compliant - Designed for use on rigid-bodied vehicles with a 7 year performance warranty.



3M High Visibility Tape - 983 Series

ECE104 compliant - Designed for flat and curved rigid-bodied vehicles with a 8 year performance warranty.

3M High Visibility Tape - 987 Series

ECE104 compliant - Designed for curtain-sided vehicles with a 3 year performance warranty.



3M High Visibility Tape - 9900 Series

Designed primarily for use on emergency and rigid-bodied vehicles with a 7 year performance warranty.



3M - 980 Series

- 3M 980-72 Red - Chapter 8 compliant
- Designed for rigid-bodied vehicles
- The markings are edge-sealed
- Printable with transparent inks
- 7 year performance life warranty



980-10 White

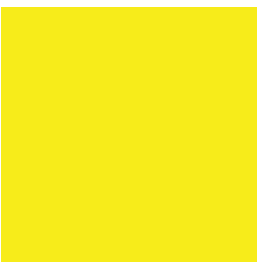


980-71 Yellow



980-72 Red

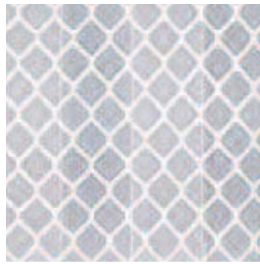
3M - 3480 Series



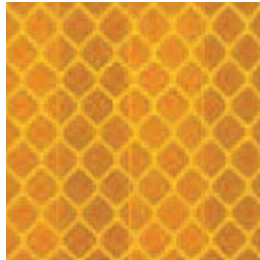
3485 Saturn Yellow
3485 recommended for Chapter 8 markings with 980-72 Red

3M - 983 Series

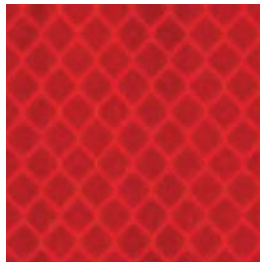
- ECE104 compliant
- Designed for rigid-bodied vehicles
- The markings are edge-sealed
- Printable with transparent inks
- 8 year performance life warranty



983-10 White



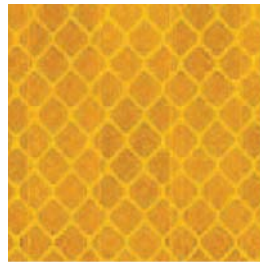
983-71 Yellow



983-72 Red

3M - 987 Series

- ECE104 compliant
- Designed for curtain-sided vehicles
- The markings are edge-sealed
- Printable with transparent inks
- 3 year performance life warranty



987-71* Yellow

3M - 9900 Series

- Primarily for emergency and rigid-bodied vehicles
- Fluorescent and non-fluorescent colours
- The markings are edge-sealed
- 7 year performance life warranty



9924 Fluorescent Orange



9963 Fluorescent Yellow/Green



9977 Green



9978 Police Blue

*987 Series is colour matched with 980 but is produced with a different cell pattern.
If a sample is required for any of the products above please call 01833 690305.



the sign company's company

materials supply | signs & display | print hardware

Grove Works
Barnard Castle
Co. Durham
DL12 8JG

www.williamsmith.co.uk
info@williamsmith.co.uk
Tel 01833 690305
Fax 01833 637268