

# 3M Introduces Custom Traffic Sign Faces for Full Color, Retroreflective Signage

Durable, digitally-printed signs ideal for tourism, way-finding and airports

3M introduces 3M Custom Traffic Sign Faces, a new offering of image-enhancing, full-color graphic sign faces digitally printed onto high-efficiency, microprismatic 3M Diamond Grade DG<sup>3</sup> Reflective Sheeting. By integrating superior retroreflectivity with full color and graphics, 3M Custom Traffic Sign Faces help provide clear guidance to motorists with signs that are highly visible both during the day and at night—without the need for auxiliary sign lighting. Through use of a high-quality digital printing process, 3M Custom Traffic Sign Faces can include graphics, logos, custom colors and graduated tones, as well as standard traffic colors. The result is durable, custom retroreflective signs tailored to areas such as tourist attractions, airports, tollways, parks, and other public and private facilities with unique signage requirements.

3M Custom Traffic Sign Faces are made-to-order by digitally printing special 3M UV-cured inkjet inks onto Diamond Grade DG<sup>3</sup> reflective sheeting. Diamond Grade DG<sup>3</sup> reflective sheeting features efficient, prismatic retroreflective technology that returns a higher portion of available light from headlights back to motorists, so signs are bright and visible at night, as well as during the day.

3M Custom Traffic Sign Faces are protected with a 3M acrylic overlay film and are covered by an industry-leading 8-year warranty for custom colors. Like all 3M reflective materials, they are backed by 3M's superior technical and customer service.

## About 3M Traffic Safety and Security Division

3M Traffic Safety and Security Division is a global leader in developing products, systems and services for the transportation safety, vehicle registration and management, identification security, electronic monitoring, and library markets. A traffic safety innovator for more than 70 years, 3M technologies are used to produce high performance prismatic reflective sheeting for traffic signs, a full portfolio of bright and durable pavement markings, reflective materials for work zone applications, and roadway asset management systems and services. For more information about 3M's traffic safety solutions, visit [www.3M.com/roadwaysafety](http://www.3M.com/roadwaysafety).

## About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 88,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

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