

3M Visibly Safer Work Zones Project Contributes to Industry Foundations

Project will donate up to \$20,000 to ATSSA and ARTBA Foundations

3M Traffic Safety and Security Division announces continuation of the 3M Visibly Safer Work Zones Project to support the American Traffic Safety Services Foundation (ATSSF) and the American Road & Transportation Builders Association Transportation Development Foundation (ARTBA TDF) programs that provide scholarships for children of roadway construction workers killed or permanently disabled on the job. Now in its second year, the 3M Visibly Safer Work Zone Project has doubled its donation goal from \$10,000 in 2012 to \$20,000 in 2013. From March 2 through National Work Zone Awareness Week, scheduled for April 15-19, 2013, 3M will donate a portion of 3M™ Diamond Grade™ Fluorescent Orange Reflective Sheeting sales—up to \$20,000—to the ATSSF's "Roadway Worker Memorial Scholarship" and the ARTBA TDF's "Lanford Family Highway Worker Memorial Scholarship" programs.

"Our goal with the 3M Visibly Safer Work Zones Project is to support industry programs that aid the children and dependents of construction workers who paid the ultimate price while building and maintaining our nation's roads," said John Houle, vice president and general manager, 3M Traffic Safety and Security Division. "National Work Zone Awareness Week reminds us of the dangers of work zones and 3M's commitment to improving safety for workers and motorists," said Houle. "We hope our customers will participate with us on this project and help to maximize our contributions."

3M's fluorescent orange Diamond Grade reflective sheeting brings attention-getting visibility to work zones in all light conditions. In addition to superior nighttime retroreflectivity, the sheeting's highly conspicuous fluorescent technology garners added visual attention during the hours of dawn, dusk, daytime and in inclement weather. Fluorescent orange material is recognized at greater distances and with a more accurate perception of color than non-fluorescent products, providing positive guidance even in compromised work zone conditions and helping to reduce the potential for incidents and accidents. 3M offers a full line of high performance materials for temporary traffic control including reflective sheeting for signs and traffic control devices, and 3M™ Stamark™ Wet Reflective Removable Tape for all-weather performance in work zones.

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.

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 or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

3M Public Relations Connie Thompson, 651-733-8914 csthompson1@mmm.com

<https://news.3m.com/2013-03-05-3M-Visibly-Safer-Work-Zones-Project-Contributes-to-Industry-Foundations>