

3M Visibly Safer Work Zones Project Reaches 2013 Donation Goal

Project gives \$20,000 to ATSSA and ARTBA Foundations

3M Traffic Safety and Security Division announces the 3M Visibly Safer Work Zones Project has successfully reached its 2013 goal of donating \$20,000 to 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. From March 2 through National Work Zone Awareness Week, 3M pledged to 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.

“These donations—in support of industry programs that aid the children and dependents of construction workers who paid the ultimate price while building and maintaining our nation’s roads—would not have been possible without the support of our customers,” said Mark Gates, highway safety business director, 3M Traffic Safety and Security Division. “We want to thank them for participating with us to maximize our contributions to the ATSSF’s ‘Roadway Worker Memorial Scholarship’ and the ARTBA TDF’s ‘Lanford Family Highway Worker Memorial Scholarship’ programs,” said Gates.

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.

Connie Thompson
3M Corporate Communications
(651) 733-8914
csthompson1@mmm.com

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