



PROTECT

Make the world's roadways safer

Visibility saves lives. Our self-adhesive safety films help make vehicles and signage impossible to miss—supporting safer journeys and alerting people to what's ahead, wherever they are.

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What it means

In the split-second decisions made on the road, visibility makes all the difference. Our Protect category features films engineered to enhance the safety of vehicles, equipment, and roadways—around the clock.

Why it matters

From fleet vehicles to emergency responders, high-visibility markings help prevent accidents, protect lives and ensure that what matters most is always seen. Designed for durability, reflectivity and maximum visual impact. These solutions are trusted by professionals across the world.



Explore our Safety and Visibility Solutions:
graphics.averydennison.com/signage-protect



Reflective Films

See and be seen—
day or night.

Beaded and prismatic technologies create unmatched visibility, even in low light or complex conditions. Our reflective films meet a wide variety of regulations and use cases—ranging from commercial fleets to life-saving emergency vehicles.

Solutions include

- V-2000 Series**
Beaded reflective film with excellent cutting and weeding performance.
- V-4000 / V-4000E Series**
Durable, beaded film for long-term fleet and emergency vehicle markings.
- V-8000 Series (Prismatic)**
Cost-effective cast film with a reduced carbon footprint thanks to its solvent-free adhesive.
- V-8000 Chevron**
Highly reflective and prismatic—engineered for roadside, emergency, and service fleets.

Explore more:



Explore more:



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Explore more:



Product	Technology	Durability	Adhesive	Conformability	Regulatory Compliance
V-2000	127 μ High gloss retroreflective film with glass beads	Up to 3 years	Permanent	1D	NA
V-4000/V-4000E	180-240 μ High gloss, cast retroreflective film with glass beads	Up to 7 years	Permanent	2D	ECE-104 (E version)
V-8000 Easy Apply	533-711 μ High gloss, cast retroreflective film with microprisms	Up to 7 years	Permanent Easy Apply	2D	DIN 30170, HOSDB
V-8000 Chevron Easy Apply	533-660 μ High gloss, cast retroreflective film with microprisms	Up to 7 years	Permanent Easy Apply	2D	DIN 30710, DIN 67520, DIN 6171, TP ESC-B

Fluorescent & Conspicuity Tapes

Maximum attention.

Minimal reaction time.

Engineered for visual urgency, our fluorescent and conspicuity films are ideal for critical applications—from emergency vehicles to heavy transport. Designed to alert and protect, they shine when every second counts.

Solutions include

- **900 Fluorescent Series**
Extended-durability fluorescent film in bold, high-visibility colors—made for emergency services.

- **V-6700B / V-6790 Conspicuity Tapes**
Reliable marking tapes that enhance object and vehicle visibility in low-light conditions.



Explore more:



Explore more:



Product	Technology	Durability	Adhesive	Conformability	Regulatory Compliance
900 Fluor	140 micron, premium quality multi-layer fluorescent cast vinyl	Up to 2 years	Permanent	3 / ✘	NA
V-6700/V6790 Conspicuity Tape	228-330 μ High gloss, cast retroreflective film with microprisms	Up to 8 years	Permanent	3 / ✘	ECE 104, Class C



Who we are

Imagine being able to transform any surface with powerful visual ideas and branding. Avery Dennison sets the industry standard in graphic design solutions worldwide. Business owners, architects and interior designers select Avery Dennison solutions to ensure the highest creativity and performance for their projects.

The path to a sustainable future

Within the graphics industry we aim to provide materials that are sustainable by design. By producing safer, recyclable, more durable materials, we can help our customers to design more circular end-products across a wide range of applications.

Connect with us

How can we help you to create more amazing and more sustainable projects? We welcome all your questions on our products, from selecting the right solution to application guidance and after care. For inspiration, subscribe to our social channels. We regularly share our latest innovations and show how our products are being used. We welcome your feedback on how we can improve our service.

Discover our Sign Cut portfolio:



Find more about our actions for the future:



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#MakingPossible



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