



Inspired Brands.
Intelligent World.™

Avery Dennison Reflective Solutions





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Avery Dennison makes highway and street signs brighter and safer with some of the most innovative technologies available in reflective sheeting today. Since 1924, we have been an industry leader, dedicated to growing and evolving to keep up with the ever-changing needs of a demanding market.

Safety Solutions.... Superior Peace of Mind.



Other brands of prismatic sheeting that are rotationally sensitive may exhibit uneven visual appearance. With Avery Dennison, you won't experience this problem.

Today, we remain one of the preferred suppliers to professional sign shops worldwide, serving the traffic and safety market with one of the industry's most comprehensive range of reflective sheeting and conspicuity tape.

All of our products are engineered with omni-directional performance allowing for maximum reflectivity from every angle. The benefit is clear – a full spectrum of colors and performance that meets or exceeds local specifications.

The Omni-Directional Advantage.

It's engineered into each of our reflective products, and it's only available from Avery Dennison.

Conventional signmaking methods are influenced by the rotational sensitivity of the sign sheeting. Material that is rotationally sensitive must be manufactured in a very specific, correctly oriented way to ensure consistent nighttime reflectivity and optimum sign design. This often results in wasted material and creative limitations.

Avery Dennison's Omni-Directional sheeting is not rotationally sensitive, so there are no special requirements for manufacturing or material mounting. Signmakers can place the material anywhere on the sign – in any direction – and still maintain optimal uniform visual performance.

This unique advantage gives you the reflective performance that you expect and improves safety on your roadways with bright, easy to understand signage. It also delivers cost and time savings to converters, allowing them to maximize sheeting use – without sacrificing style.



Our wide selection ensures high value and safety advantages and that you'll always have the right product for any job.

Prismatic Sheeting

Avery Dennison® OmniCube™ takes full-cube retroreflective sheeting technology to a new level.

OmniCube full-cube prisms are 100 percent efficient – returning approximately 60 percent of available light back to the driver, unlike competitive prismatic sheeting that returns only 40 percent. Uniquely designed, OmniCube takes a broad array of full cubes with angles tailored to meet the specific needs of drivers in different vehicle types. The full cubes and angles are then precisely aligned in multiple orientations to deliver consistent performance. OmniCube's intelligent cube technology efficiently returns light to drivers of all vehicles, including heavy trucks, SUVs, automobiles with the newest headlight designs and motorcycles.

T11000 OmniCube™ Series

OmniCube T11000 is an Omni-Directional microprismatic film that incorporates tiles of full-cube microprisms arranged in multiple orientations. This feature – “Smart at Every Angle” benefits agencies by providing confidence that all signs will perform with uniform visual reflectivity at all sign face orientations.



Prismatic Sheeting cont.

T7000 MVP Series

This durable micro-prismatic retroreflective material contains unique prismatic construction for high reflectivity.

T6000 High Intensity Series

Offering exceptional value in a 10-year outdoor durable material, the T6000 series provides brighter colors and higher reflectivity than glass bead sheetings. It is ideal for a variety of signmaking, traffic sign and work zone applications.

Avery Dennison prismatic films are also engineered to be computer cut using drum or flatbed plotters. In side by side tests, we have witnessed cutting speeds 8 to 10 times faster than our competitors – all while achieving a quality clean cut. We recommend the Graphtec FC8600 Series; be sure to specify the additional heavy duty rollers and blade cutter/holder.



Prismatic Sheeting

Product	Specs ASTM D-4956	Colors						Fluorescent Colors	
		White	Yellow	Blue	Green	Red	Brown	Fl Yellow	Fl Yellow-Green
OmniCube™	Type XI	T11500	T11501	T11505	T11507	T11508	T11509	T11511	T11513
T7500 MVP	Type VIII	T7500	T7501	T7505	T7507	T7508	T7509	T7511	T7513
T6500	Type III/IV	T6500	T6501	T6505	T6507	T6508	T6509	-	-

Glass Bead Sheeting

T1000A Engineer Grade Series

This engineer grade retroreflective sheeting is a high quality, durable, enclosed lens material designed for many non-critical traffic signage and commercial applications. It offers exceptional value and meets applicable requirements for Type I retroreflective sheeting in ASTM D 4956 standards.

M0500A Commercial Grade Series

The M0500A Series offers excellent value in commercial grade glass bead sheeting. It is a high quality, enclosed lens pressure sensitive retroreflective material that provides excellent value for non-specification applications where lower levels of retroreflectivity are adequate for visibility.



Glass Bead Sheeting

Product	Specs ASTM D-4956	Colors					
		White	Yellow	Blue	Green	Red	Brown
T1000A	Type I	T1500A	T1501A	T1505A	T1507A	T1508A	T1509A
M0500A	N/A	M0500A	M0501A	M0505A	M0507A	M0508A	M0509A



An easy to cut, weed, and apply solution to quickly produce a variety of sign types, often in short run production situations.

Overlaminated Film

OL2000 Transparent Overlay Series

OL2000 Series films are designed for computer sign cutting and application on the surface of Avery Dennison T-series reflective sheetings. They are coated with a transparent pressure-sensitive adhesive and provide color formulations and resulting sign reflectivity that comply with ASTM D-4956 standards. And even though they are acrylic, these films are engineered to be both easy to cut, and easier and faster to weed than competitive acrylic films. OL2000 films are an economical alternative to screen printing on small production runs.

OL2000 Transparent Overlay Series

Face	Transparent
Adhesive	Permanent
Film Type	Acrylic
Durability	Same as retroreflective film it is applied to
Conversion	Flat Bed Sign-Cut, Drum Roller Sign-Cut, Steel Rule Sign-Cut

Product	Color
OL2001	Yellow
OL2003	Black
OL2004	Orange
OL2005	Blue
OL2007	Green
OL2008	Red
OL2009	Brown



OL1000 Premium Anti-Graffiti Overlay Film

This premium quality anti-graffiti overlay film is coated with a transparent pressure sensitive adhesive and acts as an effective barrier to damage caused by spray paint, lipstick, magic marker and stickers. The film allows easy cleaning with the use of mild solvents. OL-1000 Anti-Graffiti film is compatible with all of our reflective sheeting series, and is warranted to extend or last the same number of years as the Avery Dennison sheeting to which it is applied.

OL1000 Premium Anti-Graffiti Overlay Film

Face	Transparent
Adhesive	Permanent
Liner	Friction Coated film
Durability	Same as retroreflective film it is applied to
Conversion	Flat Bed Sign-Cut, Drum Roller Sign-Cut, Steel Rule Sign-Cut



Digital Imaging Materials

TrafficJet™ 1638X Print System

The TrafficJet™ 1638X is a complete digital printing system for traffic, safety, and reflective sign producers as well as the municipalities wishing for an easy to-manage in-house solution for a variety of signage. Avery Dennison is a true digital system provider, offering a complete, cost-effective, highly flexible digital printing solution with equipment, ink, and reflective sheeting for work zone and all permanent signage.



Benefits of the TrafficJet System Include:

- Complies with MUTCD and ASTM specifications
- Durable inks matched to traffic sign colors
- CMSpot6™ inks allow for durable custom colors
- Warranted up to 12 years
- Enhance sign quality with agency logos, name, fabrication date.

More Than A Printer

- Traffic sign production process designed and supported by Avery Dennison technical personnel
- Professional on-site installation and training
- Access to online support videos and guides
- Exclusive access to the Certified Digital Traffic Converter (CDTC) program



Screen Printing Inks

These Nazdar ink systems are designed for ease of use, with quick or slow dry options available for printing on M0500A, T1500A, and all prismatic sign sheeting series. Known for their quality and durability, these inks will last the warranted life of the reflective sheeting when used as recommended. Available in transparent, opaque, and custom colors.

4930 Series Inks

A one-part solvent-based screen print ink.

UVTS Series Inks

A one-part UV curable screen print ink.

Screen Printing Inks

Product	Durability	Colors								
		Stop Sign Red	Blue	Yellow	Green	Orange	Brown	Clear	Opaque Black	Custom
4930 Series Inks	Up to 12 years*	●	●	●	●	●	●		●	●
UVTS	Up to 10 years*	●	●	●	●	●	●		●	●

*Please refer to Product Data Sheets for complete details.

Work Zone

Choose Avery Dennison when conditions require temporary traffic control devices to warn drivers and keep workers safe. Our fluorescent work zone, reboundable, and pre-stripped barricade products provide optimum visibility under demanding conditions.



Fluorescent Orange Work Zone Signage

Fluorescent Orange is a bright, highly visible fluorescent color that provides daytime conspicuity from dawn to dusk. This color has become the standard in North America and other parts of the world for providing safer work zones.

Fluorescent Orange Work Zone

Product	Specs ASTM D-4956	Substrate
W11514	Type XI	Aluminum/Wood
W9514	Type IX	Aluminum/Wood
W7514	Type VIII	Aluminum/Wood
W7114	Type VIII	Plastic

Orange Work Zone

Product	Specs ASTM D-4956	Substrate
W6504	Type III	Aluminum/Wood
W2504	Type I	Aluminum/Wood
W1504A	Type I	Aluminum/Wood

Barricade Products

Pre-stripped barricade sheeting is supplied with alternating orange and white, or red and white stripes at a 45-degree diagonal. Available in 4" and 6" wide stripes, and in Engineer, High Intensity Prismatic, and OmniCube series.

LEFT Pre-Striped Barricade

RIGHT Pre-Striped Barricade



Product	Color	Application	Specifications	Spacing			
				4 in. LEFT	4 in. RIGHT	6 in. LEFT	6 in. RIGHT
			ASTM D-4956				
W11100	Orange	Plastic	Type XI	W11142	W11143	W11144	W11145
W6200	Orange	Wood	Type III/IV	W6242	W6243	W6244	W6245
W6100	Orange	Plastic	Type III/IV	W6142	W6143	W6144	W6145
W1100	Orange	Plastic	Type I	W1142	W1143	W1144	W1145
W6100	Red/White	Plastic	Type III/IV	N/A	N/A	W6148	W6149

Reboundable Products

Work Zone Reboundable sheeting is available in High Intensity Prismatic WR6100 series, and Prismatic WR7100 series which includes fluorescent orange. Reboundable sheeting is designed for high reflectivity, flexibility, and with abrasion resistance to provide superior performance in demanding work zones.

Product	Color	Application	Specifications
			ASTM D-4956
WR6100	White	Plastic	Type III
WR6101	Yellow	Wood	Type III
WR6104	Orange	Plastic	Type III
WR7100	White	Plastic	See Product Literature
WR7114	Fluorescent Orange	Plastic	See Product Literature

Internal Sign Illumination

Internal sign illumination is critical in many traffic and safety applications, including airport runways, overhead street name signs, or emergency exit signs. When back-lit signs can mean the difference between life and death, Avery Dennison offers translucent retroreflective sheeting that delivers high visibility and legibility, as well as optimal light transmission.



6600 Translucent Series

The 6600 Translucent Series is a family of prismatic pressure sensitive retroreflective sheeting that transmits uniformly diffused light when used in internally illuminated signs. These materials provide reflective backup protection in the event of internal lamp or power failure. Designed for use on airport runway signs, 6600 Translucent Series materials exceed FAA specification AC 150/5345-44J and are available with either front faced or back faced adhesive.

Product Specifications

Product	Color Light Transmission	Adhesive
6620	White - Medium	Front Face
6621	Yellow - Medium	Front Face
6630	White - High	Front Face
6631	Yellow - High	Front Face
6630	White - High	Rear
6631	Yellow - High	Rear



Conspicuity & Fleet



Research has documented that vehicle conspicuity tape improves vehicle safety through accident avoidance and reduction in accident severity. Increased safety results in reduced liability payments and additional savings for your fleet.

V5720 Conspicuity Tape

The original red and white stripe reflective contour tape was developed for North America to improve nighttime vehicle recognition. V5720 is a highly durable single layer construction offering easy repositionable application. V5720 may be ordered in the following colors: red/white pattern (6" x 6" & 11" x 7"), solid red and solid white. It is available in the traditional 2" wide rolls as well as strips and kiss cut finishes. It is now offered in 10-year durability for new vehicles, as well as 5-year durability for replacement applications! In addition, customize your fleet's conspicuity tape with our custom logo options.



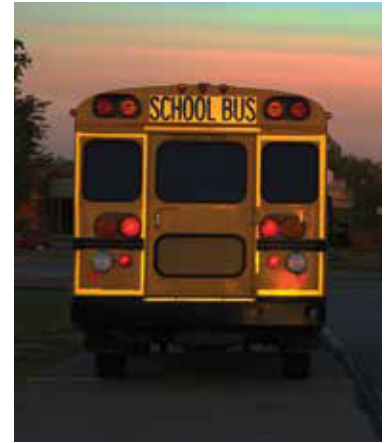
V5720 Conspicuity Tape

Product	Durability	Applications	Specifications	Approval Mark	Colors		
					White	Red	Red & White
V572010	10 years	Trucks and Trailers	FMVSS 108	DOT-C2	X	X	(6" x 6" & 11" x 7")
V57205	5 years	Trucks and Trailers	FMVSS 108	DOT-C2	X	X	(6" x 6" & 11" x 7")

Conspicuity Tape for Buses & Slow Moving Vehicles

V9700 Series Conspicuity Reflective Tape

V9700 Series is designed for slow moving vehicles, such as school buses, farm vehicles and heavy equipment. It provides easy nighttime vehicle recognition and increased road safety using a high quality, durable, microprismatic retroreflective material with a pressure sensitive adhesive. The single layered construction does not require edge sealing. V9700 tape meets a wide variety of applicable industry standards such as FMVSS, ASTM, and ANSI/SAE.



Delineator Tape for Railcar

V9700RR Series Conspicuity Tape

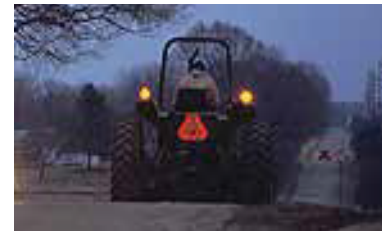
V9700RR Series is designed for railcars and locomotives, providing easy nighttime detection and recognition. Like its V9700 Series counterpart, it is a high quality, durable, microprismatic retroreflective material with a pressure sensitive adhesive. V9700RR increases the visibility of your rolling stock. It is offered in both yellow and white and carries the required FRA-224 certification. Available in 4" wide rolls, as well as strips and kiss cut finishes. V9700RR comes with an aggressive adhesive for low temperature applications.



Delineator Marking Media

S9700 Delineator Series

S9700 Series offers the highest level of prismatic reflectivity for marking obstructions within or adjacent to the road, making them more distinguishable to drivers. Available in two color options – red and amber – S9700 Series sheeting is ideal for distinguishing potential roadside hazards such as ramps, islands and other obstructions. It can also be used for guideposts, such as fire hydrants and snow plow markers.



Prismatic Sheeting and Tape

Product Specifications

Product	Durability	Application	Specifications	Approval Mark	Colors			
					White	Yellow	Red	Amber
V9701	7 years	School buses	FMVSS 131 & 217 CSA D250	n/a	–	V9701	–	–
		Slow moving vehicles, Agricultural equipment	ANSI/SAE S279 & S276 ASTM D-4956 Type V	n/a	V9700	V9700	V9722	–
V9700RR	10 years	Rail cars & locomotives	–	FRA-224 (49 CFR 224)	V9700RR	V9701RR	–	–
S9700	7 years	Roadside hazard delineation	See Product Data Sheet	–	–	–	S9722	S9701

Vehicle Registration

Whether you are producing license plates, validation stickers or window decals, Avery Dennison's complete prismatic and glass bead reflective product line meets all worldwide specifications and offers the flexibility to print, emboss and even digitally image. Add the option of our unique Secure Mark™ technology, and you'll achieve an even higher level of license plate and validation security.



License Plate Media

L6050 Series Retroreflective Sheeting

L6050 Series retroreflective license plate sheeting is a premium quality prismatic material designed and engineered for the production of high quality embossed license plates. It incorporates a unique prism design to help prevent counterfeiting. The highly versatile, L6050 Series sheeting can be printed through various methods, including digital thermal transfer, solvent and UV screen, or rollercoat technologies. This sheeting also meets Brazil resolutions 231, 241, and 372.

L3050 Series Retroreflective Beaded Sheeting

This enclosed lens retroreflective material is designed and engineered for embossed or flat license plates. L3050 sheeting can also incorporate custom printing and optional security features that are critical to government requirements. It can be printed in a variety of ways, including digital thermal transfer, solvent and UV screen, or through rollercoat technologies. L3050 Series sheeting also meets quality standards for ISO 7591 and LS-300C.

Vehicle Registration

Validation Decal Media

LV0700 Series Reflective film

A premium quality, enclosed lens retro-reflective material. It is ideal for vehicle tag and sticker requirements where low temperature application is desired, such as license plate validation stickers. LV0700 films are available in 10 standard colors plus custom colors. They also incorporate Avery Dennison Secure Mark™ technology to prevent counterfeiting.

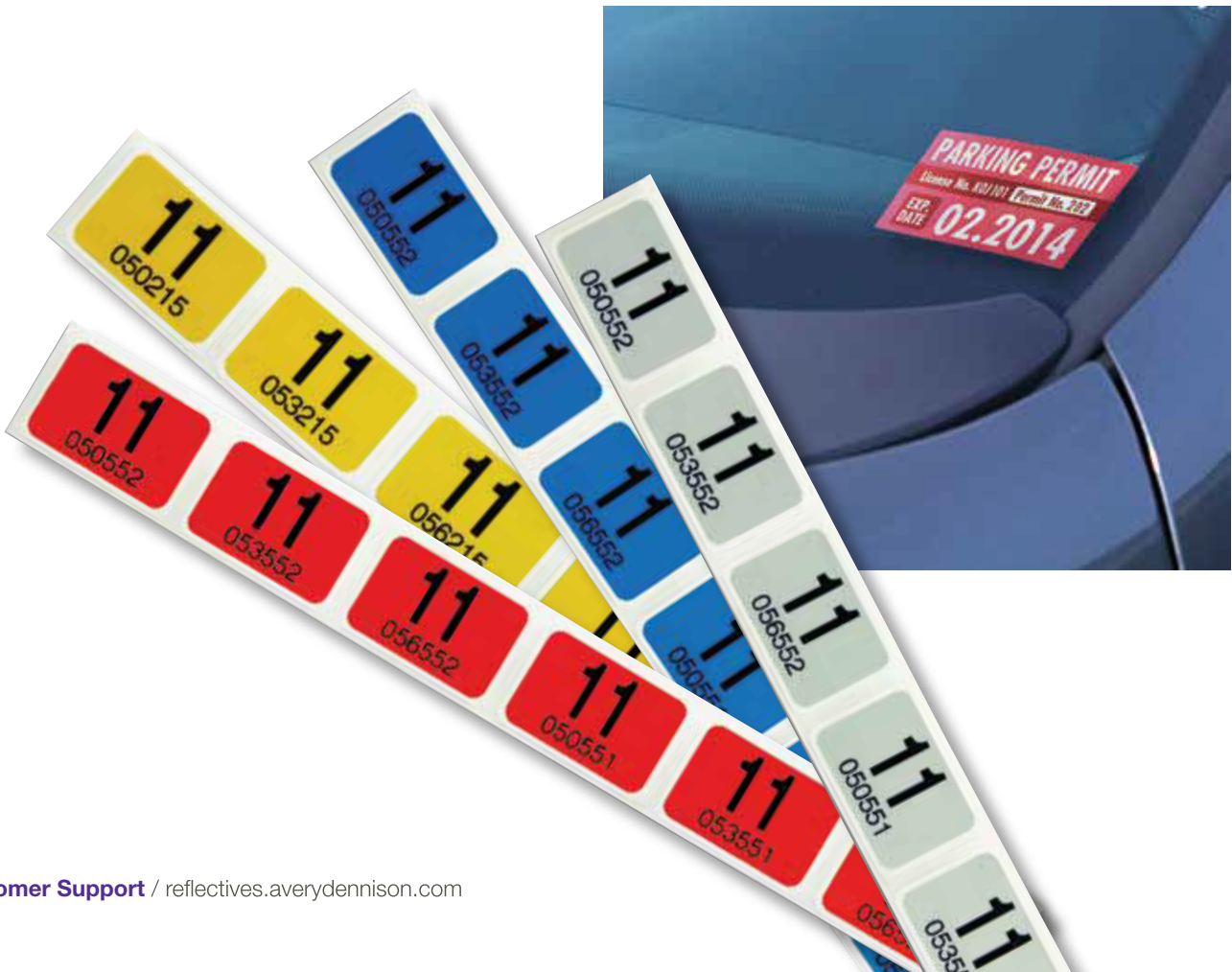
Window Decal Media

LW0400 series window sticker film

Designed to be variable printed for use inside or outside the vehicle, reflective permit stickers made from LW0400 series films provide easy verification for authenticity. These films can be used with a variety of converting methods and are also available with Avery Dennison Secure Mark™ technology to prevent counterfeiting.

Product Specifications

Product		Application
License Plates	L3050	Embossable standard issue license plates
	LP3050/LP0500	Reflective material for standard and digital surface printing; includes overlamine layer
	L6050	Embossable prismatic license
	LF1500	Front face license plates
Validation Decals	LV0700	Stickers for annual registration can be applied to the license plate or directly on other crafts
Window Stickers	LW1000	Stickers requiring exposed metallization layer for security
	LW0400	Stickers requiring protective layer
	LW0100	Stickers requiring a front face adhesive



For more information on Avery Dennison reflective products,
visit our website at reflectives.averydennison.com



For information on warranty terms, exclusions and certain limitations that apply please see our website: reflectives.averydennison.com

All statements, technical information and recommendations about Avery Dennison products are based upon tests and information believed to be reliable but do not constitute a guarantee or warranty of any kind. All Avery Dennison products are sold with the understanding that Purchaser has independently determined the suitability of such products for its intended and other purposes.



Reflective
Solutions

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