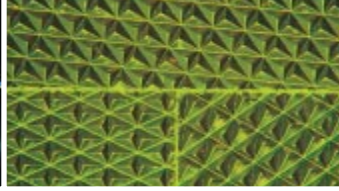


VERY DENNISON » REFLECTIVE PRODUCTS DIVISION

2004 Product Catalog



REFLECTIVE PRODUCTS CATALOG

Avery Dennison Reflective Products Division is a leading developer and manufacturer of innovative reflective products used throughout the world. This catalog provides brief descriptions of our full line of high performance, high durability and high value products available through our expanding network of worldwide offices. Individual product brochures, specifications, and technical information can be obtained from any of these offices or electronically on the Internet.

All product lines are supported by superior cube-corner, glass-bead, and microreplication technologies which are constantly improved through aggressive Six Sigma management techniques. All of our field and customer support services are dedicated to ensuring your satisfaction. >> Searching for a leader in reflective products? Then look to the capabilities of the Reflective Products Division of Avery Dennison.

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PRISMATIC AND FLUORESCENT PRISMATIC RETROREFLECTIVE SHEETINGS

Avery Dennison prismatic reflective sheeting for highway signs provides a level of brightness 3 to 4 times greater than current federal minimum standards. How? Our pioneering cube-corner reflector design has 22,000 microprisms per square inch for greater reflectivity at typical highway observation angles. Available in two grades: T-7500 MVP (*Maximum Visual Performance*) provides the highest level of reflectivity for ASTM D-4956 Type VIII applications while series T-6500 is a high intensity grade for ASTM D-4956 Type III/IV applications.



T-7513 MVP



T-6500



T-7511 MVP



T-7500 MVP

PRISMATIC

T-7500 MVP (*Maximum Visual Performance*) offers excellent daytime color and the highest levels of reflectivity. It is our top-line prismatic sheeting applicable for all high speed roadways and urban areas where higher ambient light levels can make signs less visible. T-7500 MVP is ideal for overhead guide signs and directional signs which receive less light from vehicle headlamps. Traffic signs

manufactured with T-7500 MVP provide early detection and an extended range of sign legibility, offering drivers the maximum time to read and react. All T-7500 MVP sheeting is watermarked with the Avery Dennison logo and meets or exceeds the ASTM D-4956 Type VIII specification.

T-6500 Prismatic High Intensity Grade sheeting offers a viable alternative to glass-beaded high intensity sheetings where brighter

daytime colors and slightly higher reflectivity levels are desired. T-6500 Prismatic High Intensity sheeting is a durable, highly reflective sheeting designed for traffic control and guide signs. T-6500 meets ASTM D-4956 Types III and IV specifications.

CUTTABLE

Both T-7500C MVP and T-6500C sheetings are cuttable for fabricating sign legends.

FLUORESCENT

T-7511 MVP Fluorescent Yellow is for traffic warning signs.

T-7513 MVP Fluorescent Yellow-Green is for crosswalk and school zone signs.

Fluorescent Construction Work Zone Films are listed on pages 4 and 5.

PRODUCT	ASTM D-4956	COLORS							FLUORESCENT COLORS		
		White	Yellow	Orange	Blue	Green	Red	Brown	FL Yellow	FL Yel-Green	FL Orange
T-7500 MVP	Type VIII	T-7500	T-7501	—	T-7505	T-7507	T-7508	T-7509	T-7511	T-7513	W-7514
T-7500 MVP Cuttable	Type VIII	T-7500C	—	—	—	—	—	—	—	—	—
T-6500	Type III/IV	T-6500	T-6501	W-6504	T-6505	T-6507	T-6508	T-6509	—	—	—
T-6500 Cuttable	Type III/IV	T-6500C	—	—	—	—	—	—	—	—	—

Product Numbers

GLASS-BEAD SHEETINGS

Avery Dennison glass-bead reflective sheetings are suitable for many traffic sign applications. These sheetings deliver excellent value by balancing performance and life cycle costs.



T-5500A High Intensity



T-2500 Super Engineering Grade



T-1500 Engineering Grade

GLASS-BEAD SHEETINGS

T-5500A High Intensity Grade sheeting is an encapsulated lens glass-bead sheeting which exceeds the reflectivity requirements of ASTM D-4956 Type III specification. T-5500 is appropriate for traffic control and many other signing applications.

Series T-2000 Super Engineering Grade reflective sheeting is an enclosed lens material which provides twice the brightness of Engineering Grade and 10-year durability. Meets or exceeds requirements of ASTM D-4956 Type II specifications. This cost-effective and user-friendly sheeting performs well in many applications.

Series T-1000 Engineering Grade reflective sheeting is an enclosed lens material which meets or exceeds requirements of ASTM D-4956 Type I specifications. This sheeting is the lowest cost reflective sheeting specified for use in traffic applications.

Series M-0500 Utility-Commercial Grade sheeting is excellent for use in parking lots and other applications requiring a low-cost alternative with minimal specification requirements.

PRODUCT	ADHESIVE	ASTM D-4956	COLORS							
			White	Yellow	Orange	Blue	Green	Red	Brown	Gold
T-5500A	Permanent PSA*	Type III	T-5500	T-5501	W-5504	T-5505	T-5507	T-5508	T-5509	—
T-2500	Permanent PSA*	Type II	T-2500	T-2501	W-2504	T-2505	T-2507	T-2508	—	—
T-2600	Heat Activated	Type II	T-2600	T-2601	W-2604	T-2605	T-2607	T-2608	—	—
T-2200	Wood PSA*	Type II	T-2200	—	W-2204	—	—	—	—	—
T-1500	Permanent PSA*	Type I	T-1500	T-1501	W-1504	T-1505	T-1507	T-1508	T-1509	—
T-1600	Heat Activated	Type I	T-1600	T-1601	W-1604	T-1605	T-1607	T-1608	T-1609	—
T-1200	Wood PSA*	Type I	T-1200	—	W-1204	—	—	—	—	—
M-0500	Permanent PSA*	NA	M-0500	M-0501	W-0504	M-0505	M-0507	M-0508	M-0509	M-0503
M-0600	Heat Activated	NA	M-0600	M-0601	W-0604	M-0605	M-0607	M-0608	M-0609	M-0603

*Pressure Sensitive Adhesive

Product Numbers

ACCESSORIES: TRANSPARENT OVERLAY FILMS AND INKS

Avery Dennison Overlay and Ink Systems are designed to match the Avery Dennison reflective sheeting type you are using.



OL-1000 Anti-Graffiti Overlay



Transparent Inks

OVERLAY FILMS

OL-2000 Acrylic Overlay delivers excellent transparency and can be used on all Avery Dennison reflective sheeting grades.

OL-1000 Premium Anti-Graffiti Film is an optically clear film with up to 10-year durability.

Avery Dennison also offers a range of **opaque cast and calendared vinyl films** from the Graphics Division to meet all of your signing needs.

INKS

4930 is a one-part, 10-year solvent-based ink system for use on most Avery Dennison sheeting products.

UVTS screen printing inks are used in UV-curing systems. Use of UVTS Clear Coat or Avery Dennison OL-1000 Premium Anti-Graffiti sheeting is required for 7- or 10-year durability. Refer to Instructional Bulletin 8.55 (available on the web) for sheeting compatibility.

10TS is a two-part, 10-year solvent-based ink with graffiti resistance for use on all Avery Dennison traffic-series reflective sheetings.

7TS is a one-part, 7-year solvent-based ink for use on all Avery Dennison traffic reflective sheetings. A 10-year durability can be achieved by using a 7TS Clear Coat or applying Avery Dennison OL-1000 Premium Anti-Graffiti Film to the printed sign.

REBOUNDABLE FILMS FOR WORK ZONE DEVICES

Avery Dennison Reboundable and Work Zone Sheatings satisfy your requirements for safer work zones. The exceptional retroreflectivity delivers greater visibility of barrels and other work zone signs and devices guiding drivers safely through roadway construction sites.



WR-7100 Reboundable Work Zone Sheeting WR-6100 Reboundable Work Zone Sheeting

With more construction work zones around the country, there is a greater need to protect working crews and drivers. Retroreflective sheeting must maintain its performance through the harsh and extreme conditions present in these work zones.

REBOUNDABLE

WR-7100 Prismatic Grade Reboundable work zone sheeting provides exceptional visibility during daylight hours. The additional visibility boost that fluorescent orange gives is especially critical at dusk and dawn. At night, its prismatic retroreflective technology provides higher levels of reflectivity than inferior glass-beaded products.

WR-6100 Prismatic High Intensity Reboundable work zone sheeting is the toughest reboundable sheeting on the Type III market. It does not have a separate face film layer, so it will not easily break down and expose the reflective elements to dirt, grime and water. The single-ply construction of WR-6100 provides outstanding abrasion and impact resistance.

PRODUCT	ASTM D-4956	COLORS		FLUORESCENT COLORS
		White	Orange	FL Orange
WR-7100	N/A	WR-7100	—	WR-7114
WR-6100	Type III	WR-6100	WR-6104	—

Product Numbers

CONSTRUCTION WORK ZONE FILMS

When conditions require temporary traffic control devices to warn drivers of roadside hazards, Avery Dennison offers a range of work zone sign sheeting and pre-stripped barricade reflective sheeting for optimal visibility in hazardous work zone areas.



W-7514 MVP Fluorescent Orange



WU-6014 Fluorescent Work Zone Roll-Up Signs



W-1100 Pre-Striped Barricade

FLUORESCENT SHEETING

W-7514 MVP Fluorescent Orange is a prismatic sheeting with a permanent pressure sensitive adhesive for rigid signing applications.

WU-7014 Roll-up is a flexible prismatic sheeting with enhanced fluorescent color durability for work zone applications. (Coming soon)

WU-6014 Roll-up is a prismatic flexible sheeting for work zone and utility signing applications.

PRE-STRIPED BARRICADE SHEETING

W-6200 is a Prismatic High Intensity Grade pre-stripe barricade sheeting for wood applications.

W-6100 is a Prismatic High Intensity Grade pre-stripe barricade sheeting for plastic applications.

W-2200 is a Super Engineering Grade pre-stripe barricade sheeting for wood applications.

W-2100 is a Super Engineering Grade pre-stripe barricade sheeting for plastic applications.

W-1200 is an Engineering Grade pre-stripe barricade sheeting for wood applications.

W-1100 is an Engineering Grade pre-stripe barricade sheeting for plastic applications.

PRODUCT	APPLIC.	ASTM D-4956	SPACING			
			4" Left	4" Right	6" Left	6" Right
W-6200	Wood	Type III/IV	W-6242	W-6243	W-6244	W-6245
W-6100	Plastic	Type III/IV	W-6142	W-6143	W-6144	W-6145
W-2200	Wood	Type II	W-2242	W-2243	W-2244	W-2245
W-2100	Plastic	Type II	W-2142	W-2143	W-2144	W-2145
W-1200	Wood	Type I	W-1242	W-1243	W-1244	W-1245
W-1100	Plastic	Type I	W-1142	W-1143	W-1144	W-1145

Product Numbers

FLEXIBLE FILMS FOR SAFETY APPAREL & OTHER SPECIALTY FILMS

Avery Dennison Omni-Brite™ Series S-9000 has omni-directional performance! This means you can offer your customers the highest levels of reflectivity no matter which way they twist, turn, or bend.



Omni-Brite™ S-9000



Omni-Brite™ S-9000C



6600 Translucent

OMNI-BRITE™

Omni-Brite™ S-9000 is a flexible microprismatic material designed for use on safety vests and other garments. It offers high levels of reflectivity no matter which way people turn, twist, or bend.

Omni-Brite™ is machine washable and has been

certified to meet or exceed many industry standards, including ANSI/ISEA-107, EN-471, and CSA-Z96.

Omni-Brite™ S-9000C is the sister product to S-9000 and is a flexible, microprismatic material suitable for conversion into cone collars and similar products.

TRANSLUCENT PRISMATIC REFLECTIVE FILMS

6600 Translucent Reflective Sheeting is engineered for all back-lit signing applications including airport runway signs or emergency exit signs where loss of internal illumination could be fatal.

Available in 4 light transmission levels (Ultra-high, High, Medium, and Low Std-C), 6600 can easily match your site requirements.

PRODUCT	TYPE / USAGE	SPECIFICATIONS	COLOR	FLUORESCENT COLOR
			White	FL Yellow-Green
Omni-Brite™ S-9000	Safety Vests	ANSI/ISEA 107; EN 471; CSA-Z96	Omni-Brite™ S-9000	Omni-Brite™ S-9013
Omni-Brite™ S-9000C	Cone Collars	ASTM D-4956 Types III, IV, & VI	Omni-Brite™ S-9000C	—

PRODUCT	TYPE / USAGE	SPECIFICATIONS	COLORS	LIGHT TRANSMISSION LEVELS			
				Ultra-High	High	Medium	Low Std-C
6600*	Translucent Film	ASTM D-4956 Type I; FAA AC150/5345-44F	White	6640	6630	6620	6610
6601*	Translucent Film	ASTM D-4956 Type I; FAA AC150/5345-44F	Yellow	6641	6631	6621	6611

* Front surface adhesive.

Product Numbers

VEHICLE CONSPICUITY TAPES

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



V-5720



V-9722



V-9701



V-6700

V-5720 Vehicle Conspicuity Tape is the original version of conspicuity used in the United States, Brazil and other countries for truck conspicuity. It is a metallized microprismatic tape offering easy application with its single-ply construction. V-5720 is a highly durable tape available in various striping configurations. V-5720-3 is offered as a short-term 3-year durability product.

V-9700 Conspicuity Tape is designed for use in many different applications from school buses to slow-moving vehicles. It meets all applicable industry specifications including ASTM D-4956 Type V, ANSI/SAE S279.11 for agricultural equipment and ANSI/SAE S276.5 for Slow-Moving vehicle emblems. It is available in yellow, red, and white.

V-6700 Vehicle Conspicuity Tape, available in white, yellow, and red, meets ECE-104, Class "C" specification and carries the official watermark.

PRODUCT	SPECIFICATIONS	COLORS			
		White	Yellow	Red	Red & White
V-9700*	ASTM D-4956 Type V; ANSI/SAE S276.5; ANSI/SAE S279.11 FMVSS 131; FMVSS 217	V-9700	V-9701	V-9722	—
V-6700	ECE-104, Class "C"	V-6700	V-6701	V-6708	—
V-5720*	FMVSS 108	V-5720	—	—	V-5720/12C (6"R/6"W); V-5720/18C (11"R/7"W)
V-5720-3*	FMVSS 108	V-5720-3	—	—	V-5720-3/18C (11"R/7"W)

* Available in trapezoidal kiss-cut rolls and cut strips for customer application to SMV emblems.

* Available in strips or kiss-cut rolls. Call for details.

Product Numbers

FLEET & COMMERCIAL GRAPHICS

Avery Dennison 911 EVG and Night Visible Series are a complete range of reflective films engineered specifically for all your vehicle graphics and commercial signing applications.



911 EVG Prismatic



Night Visible Series



PRISMATIC

911 EVG Prismatic Grade reflective films are quickly becoming the choice for vehicle graphics by knowledgeable professionals. With reflectivity up to 7 times brighter than glass-bead materials, 911 EVG exhibits stunning nighttime and

sparkling daytime colors that get your emergency, police, or fleet vehicles noticed. Its unique, flexible construction allows excellent conformability over simple vehicle curves and makes converting an easy task. With its optional removable adhesive, 911 EVG is remarkably easy to remove without heat or residue.

NIGHT VISIBLE SERIES

Glass-beaded films have been the mainstay for vehicle graphics where life cycle and cost are primary criteria. Avery Dennison offers a complete range of films

which can accept a variety of printing methods and inks, die-cutting requirements, and choices in adhesives and life cycle to best match your customer's requirements.

PRODUCT	FACE FILM	ADHESIVE	LINER	DURABILITY	Surface	Application	Colors
911 EVG	Vinyl	Removable or Permanent	Friction-Coated Polymeric	3 years	•	•	•
NV1500 ¹	Vinyl	PlaceRite® Repositionable	90-lb Sta-Flat	7 years	•	•	•
NV1300	Vinyl	Permanent	90-lb Sta-Flat	7 years	•	•	•
NV1200	Vinyl	Removable	90-lb Sta-Flat	5 years ²	•	•	•
NV1100	Vinyl	Permanent	90-lb Sta-Flat	4 years	•	•	•
NV400	Polyester	Removable	90-lb Sta-Flat	2 years	•	•	•
NV300	Polyester	Permanent	90-lb Sta-Flat	2 years	•	•	•
NV200	Urethane	Permanent	High-Release	2 years	•	•	•

¹ Custom Coat. ² Black NV1200 is 4 years.

Flat
Complex Curves
Simple Curves
Flat w/ Rivets
Corrugated w/ Rivets
Trucks & Busses
Auto RV
Marine
Architectural
Promotional
White
Yellow
Orange
Blue
Green
Red
Black
New Gold
Dark Red
Light Blue

Surface Application Colors

LICENSE PLATE & SECURITY FILMS

License Plates are an important contributor to agency revenue generation and can provide the quickest method to vehicle identity and transportation security.



Secure-Mark™ Visualization



European License Plate



Secure-Mark™



China License Plate

Avery Dennison L-3050 reflective sheeting for license plates is a premium quality, durable, wide angularity, enclosed lens retroreflective material. It is designed and engineered specifically for the production of embossed license plates. It can easily be printed with roller-coat inks or heat-stamp foil printers.

ANY PRODUCTION METHOD & SECURITY LEVEL

Used throughout the world, Avery Dennison License Plate films are available to meet many current fabrication and printing systems, as well as new, integrated digital systems, which we can help you develop. Materials can be custom-printed, water-marked, or incorporate our patented Secure-Mark™ process depending on the level of security desired.

Avery Dennison can provide products for use in front-plate, window sticker, validation sticker, or many other applications.

SECURE MARK™ NON-REPRODUCIBLE IMAGING

Avery Dennison Secure Mark™ provides the highest level of sheeting security due to its unique optical characteristics. The Secure Mark™ feature is imaged within the

reflective sheeting by a patented embossing technology which can not be duplicated by conventional printing methods such as 4-color process, silk-screening, laser or digital.

Secure Mark™ can be incorporated into any enclosed lens retroreflective sheeting without affecting its reflective performance.

	PRODUCT	USE DESCRIPTION	Customized Printing	Flexo Printable	Screen Printable	Digital Printable	SecureMark™	Embossable
License Plates	L-3050	Embossable standard issue license plates	•	•	•	•	•	•
	LF-1500	Front face license plates					•	
	LF-1500 UK	Front face license plates					•	
	LS-1500	Shearable license plates	•	•	•	•	•	
	LB-1500	Back face license plates	•	•	•	•	•	
Window Stickers	LW-1000	Stickers requiring dual PET protective layer		•	•	•	•	
	LW-0400	Stickers requiring exposed metalization layer		•	•	•	•	
Validation Decals	LV-0700	Validation decals		•	•	•	•	
Combination Products	LD-1500/LP-0500	Digital printing on a reflective surface and protecting with an overlamine	•	•	•	•	•	•
	LP-3050/LP-0500	Surface printing on reflective and protecting with an overlamine	•	•	•	•	•	•
	LP-1500/LP-0000	Reverse printing on an overlay and integrating with an adhesive coated reflective material	•	•	•	•	•	•

* all print technologies require use of Avery recommended systems

REFLECTIVE PAVEMENT MARKERS

Avery Dennison Reflective Pavement Markers are the only delineation devices that provide effective communication between roadway and driver in rain and wet pavement conditions. In new applications, Avery Dennison RPMs have been documented to decrease night time crashes by up to 80%.



SURFACE-MOUNTED

Model 80™ and C80™ Just as our original raised reflective markers provided improved highway safety for lane delineation in the 1970s, Avery Dennison again sets

the standard for innovation with the new 80™ and C80™ (coated lens) Series markers. These sturdy-body, injection molded markers feature high impact resistant polymer bases and high impact resistant polymer lenses.

Engineered for extended reflector life and rugged performance, the 80™ and C80™ offer cost-effective solutions for drivers at night and during inclement weather conditions.

UNCOATED LENS	COATED LENS	STANDARD COLORS*
80 AY	C80 AY	Yellow/Yellow
80 AW	C80 AW	White/White
80 BY	C80 BY	Yellow One-Way
80 BW	C80 BW	White One-Way
80 ERW	C80 ERW	White/Red
80 ERY	C80 ERY	Yellow/Red

* Custom colors available: Red, Blue and Green

There was a time when reflective pavement markers couldn't 'live' on the same highways where snow plows prowled. Until Avery Dennison came up with a unique answer, that is. Ingeniously engineered, Avery Dennison snow plowable markers consist of a reflector assembly protected by a specially-hardened metal housing allowing the snow plow blade to travel over the reflector without damaging any part of the unit. The new, C40 Abrasion Resistant Coated lens is extremely bright, long-lasting, and replaceable. The metal housing is built to last the life of the road.



Model 101 LP



Model 965



SNOW PLOWABLE

Model 96LP is the original reflector assembly for unobstrusive plowability. This classic design continues to be used for skip lines, gores, edge lines and ramps.

Model 101/101LP with its low ramp angle and narrow design provides better plowability. Smaller impact area, round corners and low-profile design combine to reduce damage to its two-way reflector. Model 101LP is a low-profile version.

Model 101 LPCR is a low profile, center rail version of the Model 101 to minimize snowplow impact during high speed operations. Center rail is also a deterrent to reflector damage.

MEDIAN AND BARRICADE MARKERS AND DELINEATORS

Model 965 is a trapezoidal air-filled marker mounted to Jersey-style concrete or metal median dividers.

Model 975 are 2-inch diameter reflectors used to designate hazardous sites along roadway shoulders, culverts or medians.



TOLL-FREE CUSTOMER SUPPORT NUMBERS

1.800.327.5917 voice

1.888.327.1434 fax

GENERAL ADMINISTRATIVE OFFICES

1.847.647.7717 voice

1.847.647.1205 fax

STANDARD SUPPORT HOURS

7:30AM – 5PM Central Standard Time

ESTABLISHING AN ACCOUNT

You can access forms necessary to establish an account with Avery Dennison on the Internet.

Find them at this URL:

<http://www.reflectives.averydennison.com/credit/>

WORLD WIDE WEB ACCESS

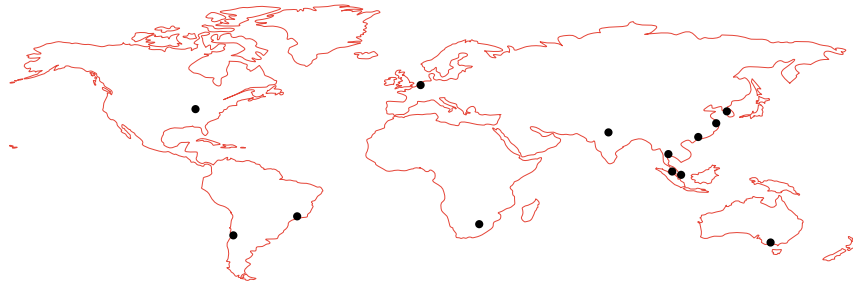
To facilitate processing your order or query, Avery Dennison also provides online ordering, quote requests, access to specifications, technical bulletins, and product brochures on the internet. You can also find contact information for your regional sales managers there. During peak season work periods, you may find contacting us via the web to be more accommodating to your work schedule.

<http://www.reflectives.averydennison.com>

WARRANTY

No express warranties and no implied warranties, whether of merchantability or fitness for any particular use, or otherwise (except as to title), other than those expressly set forth above which are made expressly in lieu of all other warranties, shall apply to products sold by Avery Dennison. Avery Dennison specifically disclaims and excludes all other such warranties. No waiver, alteration, addition or modification of the foregoing conditions shall be valid unless made in writing and manually signed by an officer of Avery Dennison.

WORLD-WIDE LOCATIONS



Avery Dennison Reflective Products Division has established locations throughout our major markets to serve your account. We also are supported by a growing network of distributors. Please contact these main offices for your local contact:

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