Improve motorist safety—upgrade your signs today!



- Improve roadway safety
- Are a low-cost safety improvement that help reduce fatalities
- Provide a means to lower tort liability exposure

Use of high performance sheeting actually lowers costs over the life of the sign.

		Reflective Sheeting
Technology	1940s - Enclosed Glass Bead	2000s - Truncated Prismatic
Retroreflectivity	70 cd/lux/m	360 cd/lux/m
Optical Efficiency	7%	32%
Overall Performance	Insufficient per proposed federal minimum reflectivity levels	Excellent
Cost of Sign*	\$35.94	\$40.63
Expected Life	7 years	10 years
Cost per Year	\$5.13	\$4.06
*Example only—actual sign cost may vary		

## Prepare now for the Federal **Minimum Reflectivity Ruling**

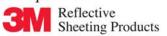
"This proposed change seeks to improve the night visibility of traffic signs by requiring agencies to replace all signs that do not meet driver needs." FHWA

## **Proposed Rulemaking on Sign** Retroreflectivity

Learn more:

http://safety.fhwa.dot.gov/roadway\_dept/retro/index.htm

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