



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.



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 sign making 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. Sign makers 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.

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



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% efficient – returning approximately 60% of available light back to the driver, unlike competitive prismatic sheeting that returns only 40%. 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.

T-11000 OmniCube™ Series

OmniCube T-11000 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.)

T-7000 MVP Series

This durable micro-prismatic retroreflective material contains unique prismatic construction for high reflectivity. Omnidirectional microprismatic film incorporates tiles of microprisms arranged in multiple orientations. It meets or exceeds CUAP Type 3B in Europe.

T-7000 B Series

This durable micro-prismatic retroreflective material contains unique prismatic construction for high reflectivity. Omnidirectional microprismatic film incorporates tiles of microprisms arranged in multiple orientations. It meets or exceeds CUAP Type 3B in Europe.

T-6000 High Intensity Series

Offering exceptional value in a 10-year outdoor durable material, the T-6000 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 witness cutting speeds 8 to 10 times faster than our competitors – all while achieving a quality clean cut.

Prismatic Sheeting

Product	Specs ASTM D-4956	Specs CUAP	Specs EN12899/1	Colors						Fluorescent Colors	
				White	Yellow	Blue	Green	Red	Brown	Fl Yellow	Fl Yellow-Green
OmniCube™	Type XI/RA3	Table 12	-	T-11500	T-11501	T-11505	T-11507	T-11508	T-11509	T-11511	T-11513
T-7500 MVP	Type VIII/RA3	Table 8	-	T-7500	T-7501	T-7505	T-7507	T-7508	T-7509	T-7511	T-7513
T-7500 B	Type VIII/RA3	Table 10	-	T-7500	T-7501	T-7505	T-7507	T-7508	-	-	-
T-6500	Type III/IV	Table 7	RA2/R2	T-6500	T-6501	T-6505	T-6507	T-6508	T-6509	-	-
T-6500-A	Type III/IV	Table 7	RA2/R2	T-6500	T-6501	T-6505	T-6507	T-6508	T-6509	-	-



Glass Bead Sheeting

T-1000 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 required in ASTM D 4956 standards.

M-0500 Commercial Grade Series

The M-0500 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	Specs EN12899/1	Colors					
			White	Yellow	Blue	Green	Red	Brown
T-1500A/D	Type I	RA1	T-1500A/D	T-1501A	T-1505A	T-1507A	T-1508A	T-1509A
M-0500A/D	N/A	-	M-0500	M-0501	M-0505	M-0507	M-0508	M-0509



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

Overlaminated Film

OL-2000 Transparent Overlay Series

OL-2000 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. OL-2000 films are an economical alternative to screen printing on small production runs.

OL-2000 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
OL-2000	Clear
OL-2001	Yellow
OL-2003	Black
OL-2004	Orange
OL-2005	Blue
OL-2007	Green
OL-2008	Red
OL-2009	Brown



OL-1000 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. It matches the durability of the underlying reflective material of the finished sign. Designed for application over finished traffic signs, OL-1000 can also be ordered with paper premask.

OL-1000 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™ InkJet Print System

TrafficJet™ is a complete digital printing system for the 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. Please contact your Avery Dennison representative for complete system specifications and purchase options.



Benefits of the TrafficJet system include:

- Print on demand; short runs, long runs, variable message signs are easily printed.
- Eliminates the cost, footprint, and mess of screen printing and related management of hazardous solvent wastes.
- Ecosolvent inks are durable and cost-effective.
- Printed signs meet MUTCD specifications for color, ASTM specifications for retroreflectivity.
- Signs warranted up to 12 years.
- Enhance sign quality with agency logos, name, fabrication date.



Screen Printing Inks

These Nazdar solvent ink systems are designed for ease of use, with quick or slow dry options available. 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 for printing on all M-0500-A, T-1500-A, and all prismatic series sign sheeting.

7TS Series Inks

A one-part solvent-based screen print ink, only suitable for M-0500-A and T-1500-A series beaded sheetings.

Screen Printing Inks

Product	Durability	Colors								
		Stop Sign Red	Blue	Yellow	Green	Orange	Brown	Clear	Opaque Black	Custom
7TS Series Inks	7 Year	●	●	●	●	●	●	○	●	●
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
W-11514	Type XI	Aluminum/Wood
W-7514	Type VIII	Aluminum/Wood
W-7114	Type VIII	Plastic

Orange Work Zone

Product	Specs ASTM D-4956	Substrate
W-6504	Type III	Aluminum/Wood
W-1504-A	Type I	Aluminum/Wood

Barricade Applications

Pre-stripped barricade sheeting is supplied with alternating orange 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

Barrel Applications

Work Zone Reboundable sheeting is available in High Intensity Prismatic WR-6100 series, and Prismatic WR-7100 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 Specifications

Product	Application	Specifications	Spacing			
Barricade		ASTM D-4956	4 in. LEFT	4 in. RIGHT	6 in. LEFT	6 in. RIGHT
W-11100	Plastic	Type XI	W-11142	W-11143	W-11144	W-11145
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-1100	Plastic	Type I	W-1142	W-1143	W-1144	W-1145
Reboundable		ASTM D-4956	Color			
WR-6100	Plastic	Type III	White			
WR-6104	Plastic	Type III	Orange			
WR-7100	Plastic	See Product Literature	White			
WR-7114	Plastic	See Product Literature	Fluorescent Orange			

Internal Sign Illumination

Internal sign illumination is often 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 backfaced 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

OmniBrite™

OmniBrite™ 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 – even in all wet weather conditions. OmniBrite™ is machine washable and has been certified to meet or exceed many industry standards, including ANSI/ISEA-107, EN-471 and CSA-Z96.

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



Conspicuity & Fleet



Reflective contour markings on trucks make detection easy, giving drivers time to see a vehicle, react and avoid a collision. We also offer a logo branding program for conspicuity tape.



V-6700B - Rigid Surfaces

Available in the European and Asia-Pacific markets only, V-6700B tape is ECE Certified for contour marking, meeting the stringent requirements of the ECE 104, Class C regulation. Designed for use on trucks and trailers with rigid surfaces, V-6700B provides superior reflectivity and enhanced night-time safety. It is a high quality, durable, microprismatic retroreflective material with a pressure sensitive adhesive and a single layer construction that does not require edge sealing.

V-6790 - Flexible Surfaces

Another product available in the European and Asia-Pacific markets only, V-6790 tape is also ECE Certified for contour marking, meeting the stringent requirements of the ECE 104, Class C regulation. It provides the same superior nighttime visibility performance as the V-6700B tape, but is designed for use on trucks and trailers with flexible surfaces.

Product Specifications

Product	Durability	Application	Specifications	Approval Mark	Colors			
					White	Yellow	Red	Red / White
V-6700B	8 years	Rigid Surfaces: Trucks/Trailers	ECE 104, Class C regulation	104R-000001	Yes	Yes	Yes	-
V-6790	3 years	Flexible Surfaces: Trucks/Trailers	ECE 104, Class C regulation	104R-000002	Yes	Yes	Yes	-

Vehicle Registration

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 security.



License Plate Media

L-3050 Series Retroreflective Beaded Sheeting

This enclosed lens retroreflective material is designed and engineered for embossed or flat license plates. L-3050 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. L-3050 Series sheeting also meets quality standards for ISO 7591 and LS-300C.

L-4050 Series Retroreflective Sheeting

This premium quality enclosed lens retroreflective material contains glass microspheres designed and engineered for the production of high quality embossed or flat license plates. It can be printed via digital thermal transfer, UV inkjet, solvent and UV screen, and rollercoat technologies.

Product Specifications

Product	Application	
License Plates	L-3050	Embossable standard issue license plates
	LP-3050/ LP-0500	Reflective material for standard and digital surface printing; includes overlamine layer
	L-4050	Premium embossable license plates

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.



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