

Rotational Sensitivity

Executive Summary

- Orientation does matter. Many brands of prismatic retroreflective sheeting are **rotationally sensitive**. If not orientated correctly during sign fabrication and installation, the result will be legends exhibiting inconsistent nighttime appearance, or signs failing to perform to their maximum design potential.
- All of Avery Dennison’s retroreflective sheeting are Omni Directional and **rotationally insensitive**. This engineered feature simplifies sign fabrication and eliminates visual inconsistencies seen in rotationally sensitive materials.
- We strongly encourage the adoption of the orientation specifications described in **AASHTO specification M 268**, Section 3, to ensure that all traffic signs and devices which depend upon retroreflective sheeting performance meet the intended requirements based on rotational sensitivity.



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