CDTC™

CERTIFIED DIGITAL TRAFFIC CONVERTER

Become an Avery Dennison Certified Digital Traffic Converter

As a member of the Certified Digital Traffic Converter (CDTC) network, you have access to technical, marketing, and regulatory tools to leverage your TrafficJet advantage. Being a Certified Digital Traffic Converter provides your customers confidence that you are using a leading digital print system capable of producing specification compliant traffic signs, warranted by Avery Dennison.
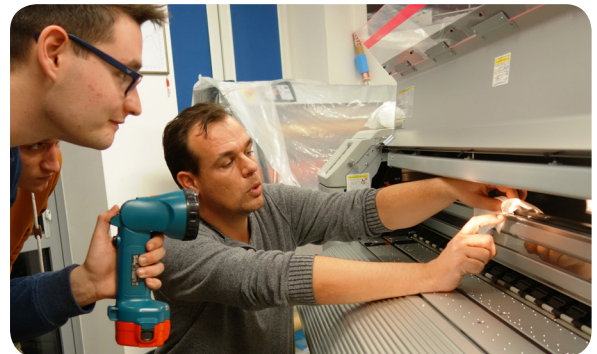
Certified Digital Traffic Converters Meet these Criteria

- Own a TrafficJet Print System professionally installed by a certified Avery Dennison technician

- Have operators who have received proper training and maintain machine settings capable of producing specification compliant and warranted traffic signs

- Submitted printed validation samples passing retroreflectivity, color, and overall appearance as tested by Avery Dennison's state-of-the-art quality lab

- Can provide a valid Certification of Compliance to their customers as proof of their expertise in digitally printing compliant traffic signs

A Sign of Quality and Safety

Not all digital print platforms produce specification compliant traffic signs meeting the safety needs of the highway industry. CDTC membership is a positive recognition that your shop conforms to processes that result in high-quality, compliant signage.

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Why Become a Certified Digital Traffic Converter?

◉ Show customers that you do it right. Proudly advertise your Certification of Conformance and request your customers demand the same from other suppliers

◉ Membership authorizes your business to use the CDTC brand and other promotional materials

◉ Certification status will be recognized and published on Avery Dennison's website

How do I Become a Certified Digital Traffic Converter?

You have already taken the first step of eligibility by investing in the TrafficJet Print System, the industry's best-selling digital print system for compliant traffic signs.

◉ Demonstrate capability by successfully completing a process audit and providing a verification print sample as directed by your Avery Dennison Technical Service Representative

◉ Upon certification, your business will receive the Certified Digital Traffic Converter package

  ○ Framed display certificate

  ○ Documentation to provide to your customers confirming your status

  ○ The option to list your business on our CDTC website

  ○ Access to a portal of digital marketing collateral to assist you promote your new CDTC status and digitally printed traffic signs

◉ The certification process audit is provided to new qualified TrafficJet owners free of charge for the first year. Annual re-certification audit, including a new verification print sample, can be included at no additional cost as part of an extended warranty service plan or provided at a minimal charge.

Ready to Take your Digital Print Operation to the Next Level?

Joining the Avery Dennison Certified Digital Traffic Converter network is the right move for your operation since it demonstrates your commitment to quality. For more information on becoming certified, please contact your local Avery Dennison representative, visit us on the web at **reflectives.averydennison.com**, or call us at **(877) 214-0909**.

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