

3M™ Diamond Grade™ Conspicuity Markings Series 983

3M™ Flexible Prismatic Conspicuity Markings Series 963



Powerful Protection Against Collisions

- DOT certified and guaranteed to meet and exceed NHTSA requirements
- Durable—resists weather, dirt and aging
- Aggressive adhesive
- Non-corroding
- Available in two product constructions
 - Series 983—strong and durable for easy application to smooth surfaces
 - Series 963—new thin, flexible prismatic for smooth surfaces, and around rivets and corners



Increased visibility helps improve safety

Drivers rely on what they can see. Vehicles with reflective conspicuity markings provide better visual information to drivers for faster detection and more accurate decision-making.

3M conspicuity markings are now available in two constructions. Whether you need a strong, rigid product for smooth surfaces or one with a little more flexibility for application over or around rivets, 3M has a solution. Both constructions are bright and durable, and are backed by 3M's superior technical service and customer service. They are easy to apply and come with aggressive, pressure sensitive adhesive that stands up to the rigors of the road.

3M™ Diamond Grade™ Conspicuity Marking Series 983 Premium Grade		New 3M™ Flexible Prismatic Conspicuity Marking Series 963 Economy Grade	
Construction	Durable and rigid (0.014 to 0.018 inch thickness)	Durable and flexible (0.010 to 0.014 inch thickness)	
Warranty	7 years, non-prorated		5 years, non-prorated
Appearance	Vivid colors and bright white ensures maximum reflectivity and superior daytime color		Grayish white and red
Adhesion	High performance including application in low temperatures		High performance including application in low temperatures
Technical Service	On-site technical specialists to assist with application		Over-the-phone support to assist with application
Application	User friendly with easy release liner		User friendly with easy release liner

3M™ Diamond Grade™ Conspicuity Markings Series 983 <i>Available in a variety of roll sizes (continuous or kiss-cut) and strips.</i>	
983-32	Red/White (11 inches/7 inches)
983-326	Red/White (6 inches/6 inches)
983-10	Solid White
983-72	Solid Red

3M™ Flexible Prismatic Conspicuity Markings Series 963 <i>Available in a variety of roll sizes (continuous or kiss-cut).</i>	
963-32	Red/White (11 inches/7 inches)
963-326	Red/White (6 inches/6 inches)
963-10	Solid White
963-72	Solid Red

Series 983 and 963 Standard Sizes	
Roll Widths	1.5, 2, 3 and 4-inch widths
Roll Length	50 yards
Strips (983 only)	100 strips per package

3M™ Diamond Grade™ Reflectors Series 989 <i>Meets and exceeds SAE requirements</i>		
REF-72	Red	2 x 3.5-inch rectangular, 500/roll
REF-74	Amber	2 x 3.5-inch rectangular, 500/roll
REFR-3 REFR-4	Red	3- and 4-inch round, 50/package
REFA-3 REFA-4	Amber	3- and 4-inch round, 50/package

For additional sizes, contact your 3M distributor or 3M sales representative, or call 1-800-553-1380.

For more information about 3M's bright and visible conspicuity markings, or 3M's full line of traffic safety products and services, contact your 3M representative or visit www.3M.com/tss.



Traffic Safety Systems Division

3M Center, Building 235-3A-09
St. Paul, MN 55144-1000
1-800-553-1380
www.3M.com/tss

3M Canada Company

P.O. Box 5757
London, Ontario N6A 4T1
1-800-3MHELPS

3M Mexico, S.A. de C.V.

Av. Santa Fe No. 55
Col. Santa Fe, Del. Alvaro
Obregon
Mexico, D.F. 01210

3M and Diamond Grade are trademarks of 3M Company. Used under license in Canada.

Please recycle. Printed in U.S.A.
© 3M 2010. All rights reserved.
75-0301-6583-3 (90.25)ii