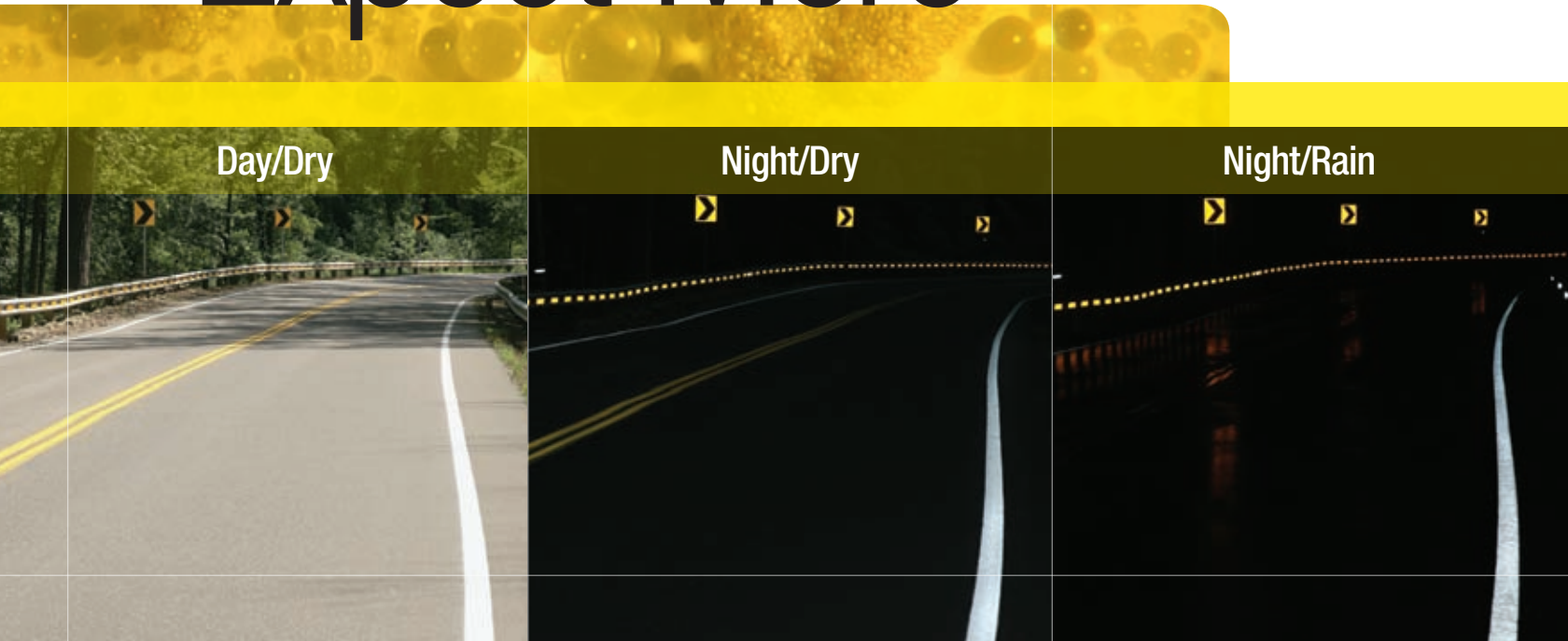


3M™ All Weather Paint

Expect More



White edge lines are 3M™ All Weather Paint, center yellow lines are standard traffic paint.

from your Traffic Paint

- Special formulation of paint using high-build resin for increased durability
- All-weather optics system that performs in wet/dry conditions
- Optics design that can be tailored to target climatic conditions
- Unique microcrystalline ceramic beads
- Application via standard paint trucks

3M

Traffic paint is the most commonly used pavement marking in the world: it's inexpensive and easy to apply. But that doesn't mean government agencies are happy with the trade-offs they're forced to make in durability and visibility.

Trade-off #1: Painted Lines Don't Last

Conventional paint is typically applied at 15 mil wet thickness, which dries to 9 mil. That's 9/1000 of an inch! This thin line is hard-pressed to withstand the wear-and-tear of the larger vehicles on the road today. The net result: agencies are forced to re-stripe more frequently than they'd like. That means worker safety is at risk more often and motorists are more frequently inconvenienced.

Trade-off #2: Painted Lines Disappear In Rain

Glass beads available today are effective in dry conditions. But add water and their performance is severely limited. Water disrupts the glass bead optical system, preventing effective retroreflection. The net result: Drivers lose their most important guide in navigating the roadways. Although this is always important, on rural roads pavement markings may be motorists' only visual cue.

SOLUTION: 3M™ All Weather Paint

3M™ All Weather Paint has been developed to minimize the trade-offs agencies must make in using paint.

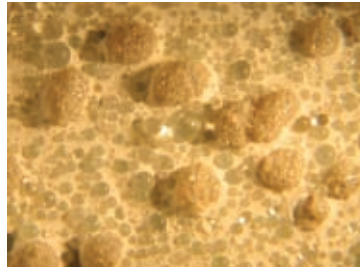
Increased durability:

3M all weather paint incorporates a special formulation of paint that uses high-build resin to enable the paint to be applied thicker. The increased thickness increases the life of the paint and helps to hold the 3M optics.

Enhanced visibility:

3M all weather paint contains a unique dual-optics system that enhances dry and wet reflectivity. As weather conditions change, the wet or dry reflective components automatically take over the task of providing retroreflectivity that enables 3M all weather paint to provide guidance to motorists in all weather conditions.

All Weather Optics System



3M introduces a new optics approach to enable motorists to navigate the road in dry and wet conditions.

Key features:

- 3M “elements” optimized to improve reflectivity in dry conditions. These are uniquely designed for the challenge of tough long lasting performance under dry conditions, and are the most efficient dry reflecting optics available today.
- 3M “elements” optimized to improve reflectivity in wet conditions. The elements take over the retroreflective task under wet conditions, and actually improve their retroreflective efficiency when covered with water.
- Microcrystalline bead structure and element design to maximize durability of the optics .

Paint formulated for exclusive use with 3M Optics

3M all weather paint uses a formula of high-build paint specifically developed for the use of 3M optics. That translates into lines that last up to twice as long as your current paint. And that means fewer traffic interruptions, resulting in happier, more productive motorists.

Maintenance Marking

Think of 3M all weather paint as the next generation of maintenance markings. You expect more out of conventional maintenance markings than what you're getting now. 3M all weather paint delivers durability that can help you think about your striping practices differently. And why shouldn't you expect more from your traffic paint?

3M Technical Assistance

As always, 3M offers customized customer training and technical assistance. If you would like to learn more about 3M all weather paint, contact your 3M Sales Representative or call 1-800-553-1380.



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