

No. RW/NHVI-50 (11)/84

Dated the 13th May, 1985

To

The Chief Engineers of All States and Union Territories dealing with Roads

Sub : Use of SCOTCHLITE Reflective sheeting for traffic signs

Subsequent to the issue of this Ministry's letter of even number dated the 20th Oct. 84 addressed to you, concerning the use of Reflective sheeting under the brand name 'Seibulite' for Road signs, another supplier named 'Sujathas' of Madras has approached the Ministry, introducing themselves as an SSI Unit fabricating Reflective Traffic Control Products from the internationally acclaimed SCOTCHLITE reflective sheeting made by 3 M of America and claiming representation as their Distributors and being the only unit in the country that has acquired machinery for bonding reflective material on to sign blanks by the Heat Lamp Vacuum Application method.

As claimed by the distributors of this material, Scotchlite Reflective Sheeting High Intensity Grade is a bright, durable, flexible retro-reflective sheeting, designed for the production of Traffic Control devices. The sheeting is stated to consist of special lens elements (glass beads) adhered to a **synthetic** resin and encapsulated by a flexible transparent plastic having a smooth outer surface. Signs made of this material are said to assure optimum visibility by day and at night and when exposed to a light source these can be seen from a great distance whether dry or totally wet. The effective performance life of the material is claimed to be eight years under normal, vertical, stationary, exterior exposure conditions and seven years in desert regions. The material is reportedly being introduced by the supplier with a view to improve safety standards on the Roads/Railways, in particular to eliminate accident hazards due to poor visibility of signs and signals.

In view of the claimed advantages of using Scotchlite Reflective Sheeting for traffic signs and its future potential for wide application, suitability, durability and economics etc. of the product is required to be examined under Indian Road Traffic and environmental conditions before advocating its general adoption. With this objective in view, you may like to give this material a trial on an experimental basis monitor its performance and furnish necessary feedback to this Ministry regarding its suitability.

For any further query and information regarding specifications, mode of application, availability, price, schedule of delivery, demonstration etc. concerning this material, you are requested to get in touch with 'Sujathas', Traffic Control Products Division, 58, Pantheon Road, Madras-600008. Reflective traffic signs are already stated having been fabricated and applied to National Highways, Highway Corporations of various states, various other Govt. bodies and Indian Railways.