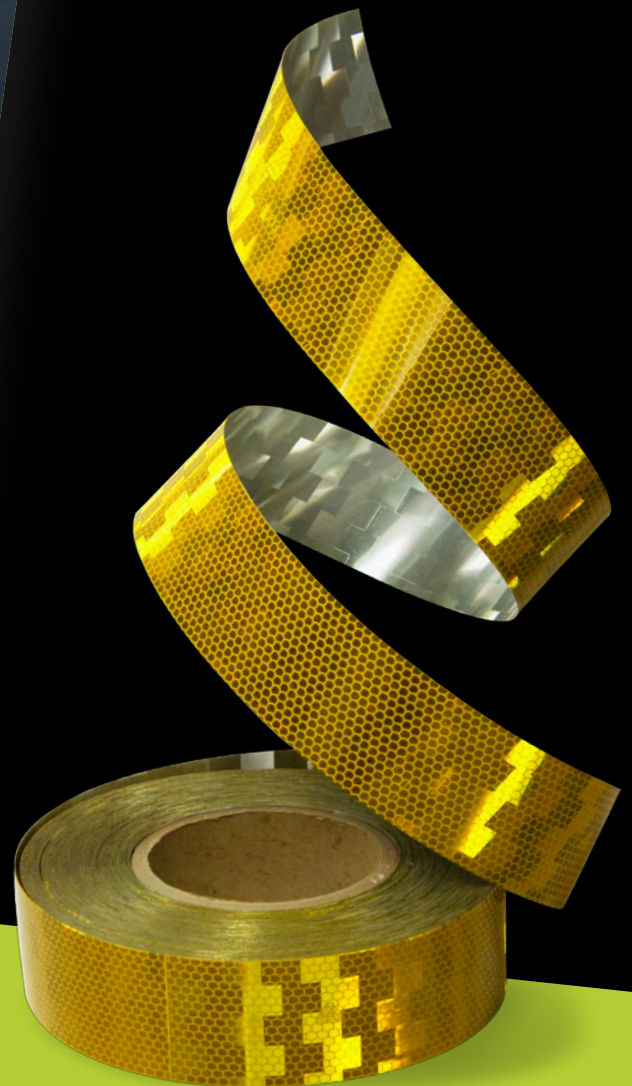


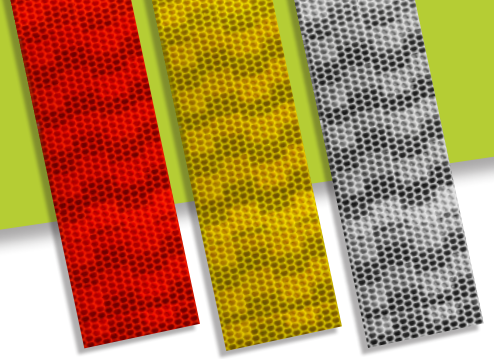
# Conspicuity Tape for Contour Marking Applications



ENHANCE NIGHTTIME  
SAFETY WITH  
AVERY DENNISON  
CONSPICUITY TAPES



# Keep your business moving safely.



Statistics show a reduction of 29 percent in side and rear impact into trailers in dark conditions when using conspicuity tape. In dark-non-lighted conditions a reduction of 41 percent was achieved.\* Many accidents are avoidable if the passenger vehicle driver had only been able to detect the truck in time. Reflective contour markings on trucks make detection easy, giving drivers time to see a vehicle, react and avoid a collision.

Avery Dennison offers various conspicuity tapes for contour marking applications – each providing great performance at a great value. Designed to enhance night time safety, Avery® V-6700B conspicuity tape is designed for contour marking use on rigid surfaces; while Avery V-6750B is ideal for curtain sides.

Regardless of the application surface, Avery Dennison conspicuity tape provides superior reflectivity, increasing the visibility of trucks and trailers during nighttime driving. As a result, it may help to reduce accidents and prevent injuries and can decrease related costs such as repairs, insurance expenses and fees.

Avery V-6700B or V-6750B conspicuity tapes – in combination with the Avery HV1200E retro-reflective graphic film – also provide round-the-clock advertising opportunities, helping highlight your brand on the road, both during the day and night.

\* source: DOT HS 809 222 NHTSA Technical Report

## Meet today's stringent safety regulations.

Avery Dennison's conspicuity tapes are fully tested to meet today's toughest safety regulations on retro-reflective contour markings. Both the V-6700B and V-6750B tapes are approved for the following legislative requirements:

### ECE-104

Specifies the performance requirements for reflective contour and graphical markings on trucks and trailers.

### ECE-48

Regulates the installation of light and light-signaling devices on vehicles, and explains which vehicles require contour markings and how it should be applied.

### Directive 2007/35/CE

National regulation regarding the installation of lights on vehicles, requiring all EU countries to follow the ECE-48, requirements as of July 2008.

### Implementation Milestones

October 2006 – Contour marking allowed.

July 2008 – Mandatory for new model/types.

July 2011 – Mandatory for new license plate registrations.

## Marking Requirements\*\*

When using Avery V-6700B or V-6750B conspicuity tapes, the following contour marking requirements should be observed for trucks exceeding 7.5 tons (N2 and N3) and trailers exceeding 3.5 tons (O3 and O4):

**REAR** ▶ Full contour marking required. Red and yellow colors can be used. Conspicuity marking shall be as close as possible to the edge of the vehicle. The cumulative length used should equate to at least 80% of the overall width of the vehicle.

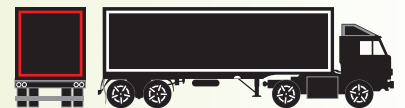


**SIDE** ▶ Full or partial contour marking required. Yellow and white colors can be used. Conspicuity markings shall be as close as possible to the edges of the vehicle and reach within 600mm of each end. The cumulative amount used should equate to at least 80% of the overall length of the vehicle (excluding the length of the cab for motor vehicles or the length of the drawbar for trailers).



REAR AND SIDE MARKINGS

**LOWER ELEMENTS** ▶ As low as possible, but within a minimum of not less than 250mm above the ground and a maximum not more than 1,500mm above the ground.



**UPPER ELEMENTS** ▶ As high as possible, but within 400mm of the upper extremity of the vehicle. For partial contour markings, each upper corner shall be described by two lines at 90 degrees to each other and at least 250mm in length.



LINE MARKINGS

**LINE MARKING** ▶ Permitted where the shape, structure, design or operation requirements make it impossible to install the mandatory requirements.

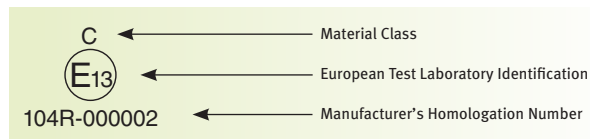


\*\*all UN/ECE regulations and rules of application (UN/ECE-48 Chapter 6.21) are available for inspection on: <http://www.unece.org/trans/main/wp29/wp29regs.html>

## Product Specifications

Features	Contour Marking for Rigid Surfaces	Contour Marking for Flexible Surfaces	Reflective Graphic Film
Product & Available Colors	V-6700B White V-6701B Yellow V-6722B Red	V-6750B White V-6751B Yellow V-6772B Red	HV1200E White, yellow, red, dark red, orange, blue, light blue, green, gold, black. (Custom colors also available)
Warranty	8 years	3 years	7 years
Approval Mark	Class C, 104R-000001	Class C, 104R-000002	Class E, 104R-000005
Dimensions	50.8mm x 50m rolls	50.8mm x 50m rolls with segmented squares	1.22 x 25m
Construction	Prismatic lens structure	Prismatic lens structure	Glass beaded lens structure
ECE Compliant	Yes	Yes	Yes

## How To Read An Approval Marking

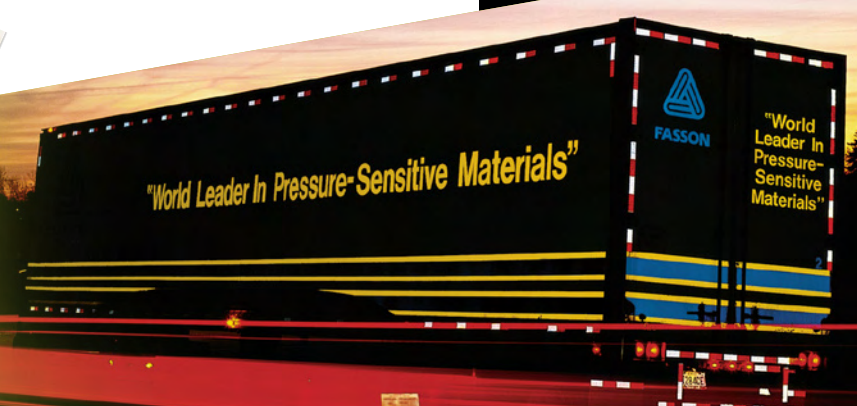


## Product Features, Benefits and Advantages

Features	Advantages	Benefits
Prismatic lens technology	Meets high reflectivity, color and other requirements specified in ECE 104 regulation.	Increases visibility and safety of marked vehicles. Helps reduce accidents and prevents injuries. Helps reduce accidents and lower costs for repairs, medical services and insurance. Improve your corporate image.
Sub-surface color & approval marking	Increases abrasion and chemical resistance of color and approval marking.	Color and approval mark will not wear off from regular abrasion and cleaning and allows end users to pass inspection.
Repositionable adhesive	Allows product to be placed, pulled up, and replaced during initial application. Aggressive permanent bond resists lifting.	Faster, easier application with less waste.
Omni-directional technology	Provides excellent performance in any orientation.	Allows end users to apply product in any orientation and obtain consistent product performance.
Single-ply or single layer construction	Metalized construction does not use air cells and does not require edge sealing.	Eliminates dirt and water penetration on edges and open cells from abrasion. Impact resistant. Holds up to pressure washing.
V-6750B Series available for flexible surfaces	Die cut contour marking separated by small gaps allows curtains to bend easier. Integrated application tape allows contour marking to be applied as one piece.	Open and close flexible curtain sided vehicles without fear of delamination or tearing. Application is as easy and efficient as standard contour marking.

## Be sure to be seen with Avery® HV1200E!

Make your advertising or logos on trailers twice as effective! The Avery HV1200E retro-reflective graphic film is UN/ECE-104 Class E approved, making it suitable for use within the contour marking on trailers, for example. This means that your applied advertising or logo is also highly visible at night!



## Here to meet your needs – no matter where you are!

Avery Dennison has been a leading manufacturer of reflective sheeting for more than 40 years, and we first commercialized conspicuity tape in the early 1990s. We constantly strive to develop innovative new products for a variety of applications, including durable fluorescent, prismatic car license plates, durable work zone sheeting and OmniCube™ with Intelligent Cube Technology.

Avery® V-6700B and V-6750B conspicuity tape is durable, easy to apply and provides superior nighttime reflectivity. As part of a complete range of reflective films and tapes for vehicle safety applications, Avery conspicuity tape is used around the world.

**Ask your Avery Dennison representative for more  
information or a free sample\* today!**



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\* Limit one sample per customer/location. Free sample offer may be discontinued at any time without notice.

Testing performed in simulated laboratory environments. The information contained herein is believed to be reliable, but Avery makes no representations concerning the accuracy or correctness of the data. This product, like any other, should be tested by the customer/user thoroughly under end user conditions to ensure the product meets the particular requirements.

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