



CERTIFIED DIGITAL TRAFFIC CONVERTER

A Sign of Quality and Safety

Today's modern traffic signs reflect years of design, human factors testing, and incorporate sophisticated microprismatic retroreflective sheeting. The inks and overlays are formulated to work in tandem with the chemistry of the retroreflective sheeting to provide a careful balance of pigment, binders, and UV agents that achieve compliance with industry specification and durability expectations. As important as the selection of sign components are, the manner in which they are applied to the sheeting during the fabrication process is equally critical. **As an agency purchasing finished signs, how can you be assured that you are dealing with an expert fabricator capable of producing compliant and durable traffic signage?**

Demand the Best

By asking for an Avery Dennison® Certified Digital Traffic Converter (CDTC™) on your next purchase, you can be sure your signs are fabricated by expert trained operators capable of producing specification compliant traffic signs exceeding the highest performance and safety standards.

- ◉ **Recommended sign components warranted for up to 15 years by Avery Dennison**
- ◉ **Recommended equipment, including the Avery Dennison TrafficJet Print System™ with CMSpot6™ technology**
- ◉ **Supply chain audits for compliance with proper component usage**
- ◉ **Annual audit to verify continued adherence to retroreflectivity, color, and overall appearance**
- ◉ **A valid Certification of Conformance provided by Avery Dennison as proof of expertise**

CDTC membership requires adherence to strict quality standards. **Ask for a valid Certification of Conformance to ensure you are working with a trusted CDTC professional.**



Reflective
Solutions

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Take the First Step

Require signs be made by a CDTC professional by adding the following competitive language to your next purchasing contract:

“Signs shall be produced by a CDTC™, or equal, converter certified by the reflective sheeting manufacturer. A valid certification of conformance showing the converter has been audited by the sheeting manufacturer and is capable of producing digitally printed compliant traffic signs shall be made available upon request.”

Make it Last

Digital printing provides the ability to unobtrusively add valuable information in or near the border of a traffic sign. Simplify maintenance and strengthen warranty obligations by requiring information such as sheeting manufacturer identification, sheeting type, fabrication date, and inventory nomenclature be added to the sign.



Take Action

Contact your local Avery Dennison representative or visit us on the web at reflectives.averydennison.com/CDTC for a complete list of CDTC partners in your area.



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