

Personalize.  
Identify.  
Advertise.

## Bring life to your logo with conspicuity tape.

Logo conspicuity tape from Avery Dennison offers the same great safety advantages as traditional conspicuity tape, with the additional benefit of promoting your company logo.

Avery Dennison conspicuity tape is available in white, yellow and red, and can easily be produced to include your company logo. Its durable prismatic lens structure increases the visibility of marked vehicles and meets ECE standards. It also incorporates the Avery Dennison innovative omni-directional technology, which means regardless of the rotational direction that the tape is applied to the vehicle, you will see uniform reflective performance.

With our logo conspicuity tape, you'll boost brand awareness through your company fleet vehicles, all while complying with regulatory requirements.

## Be seen with Avery® HV1200 E.

Make your advertising or identity on trucks and trailers twice as effective with Avery® HV1200 E retroreflective graphic film. This film is ECE-104 Class E approved and is suitable for use within the contour marking requirements on trailers. As a result, your applied advertising or identity will be highly visible both day and night!



## What's more, it's easy to do.

Submit your logo or icon and get an e-proof for approval in a week. Consult your Avery Dennison representative for information and complete details.



Sample e-proof

[averydennison.com](http://averydennison.com)

For further information or to order Avery Dennison® logo conspicuity tape, contact your Avery Dennison sales representative.



Inspired Brands.  
Intelligent World.™

# Put a little flash in your fleet.

Avery Dennison® Logo Conspicuity Tape



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Europe  
Avery Dennison Reflective  
Rijndijk 86, PO. Box 118  
2394 ZG Hazerswoude  
The Netherlands  
+31 (0)71 342 1304  
[averydennison.com](http://averydennison.com)



## Enhance your safety on the road.

Regulatory requirements for graphical markings and reflective contours on vehicles are more stringent than ever, helping to enhance safety on the roads.

Avery Dennison is a leading developer and manufacturer of innovative reflective technologies used worldwide, including the latest in conspicuity tapes. Our products provide high performance and high value, and all are backed by more than 40 years of experience in this market. With deep roots in reflective technology and solid application expertise, Avery Dennison is a proven supplier that brings creativity and compliance to your fleet.

## The benefits of conspicuity tape.

Research has documented that vehicle conspicuity tape improves vehicle safety through accident avoidance and reduction in accident severity. Increased safety results in reduced liability payments and additional savings for your fleet. More specifically, conspicuity tape can:

- Increase visibility of trucks and trailers
- Prevent injuries and save lives
- Reduce accidents and minimize repair costs
- Increase safety and improve corporate image
- Decrease medical costs
- Decrease insurance costs
- Minimize legal involvement and cost



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