

Pelco's New Reflective Backplate

Make Your Intersections Safer with the Pelco Reflective Backplate

Red light running is one of the leading causes of traffic crashes, with more than 200,000 crashes, 170,000 injuries and approximately 900 deaths per year.¹ Some crashes are caused simply because the driver could not see the lights. Make your traffic signals more *noticeable* with Pelco's Reflective Backplates.

Pelco Products' Reflective Backplates are an effective tool to aid in signal visibility to drivers. Special features of the Pelco Reflective Backplate include:

1

Excellent Visibility

3M Diamond Grade Series 3981 ASTM Type IX Fluorescent Yellow 2" wide strip.

2

Longevity

Tape is pressure rolled for years of reliable reflectivity.

4

Durability

ABS Backplate material will last for years.

5

Hardware Included

Stainless steel hardware kit is included with the Pelco Reflective Backplate.

6

Existing Applications

Split backplates allow for easy installation without removing the signal from its mounting bracketry.

3

Versatile

Several configurations available.

pelco
PELCO PRODUCTS, INC.

The Smart Choice for Safer Intersections

The Reflective Backplate from Pelco

Pelco Products' Reflective Backplate uses a bright yellow reflective fluorescent tape so it can be seen more easily in daylight and even better at night.

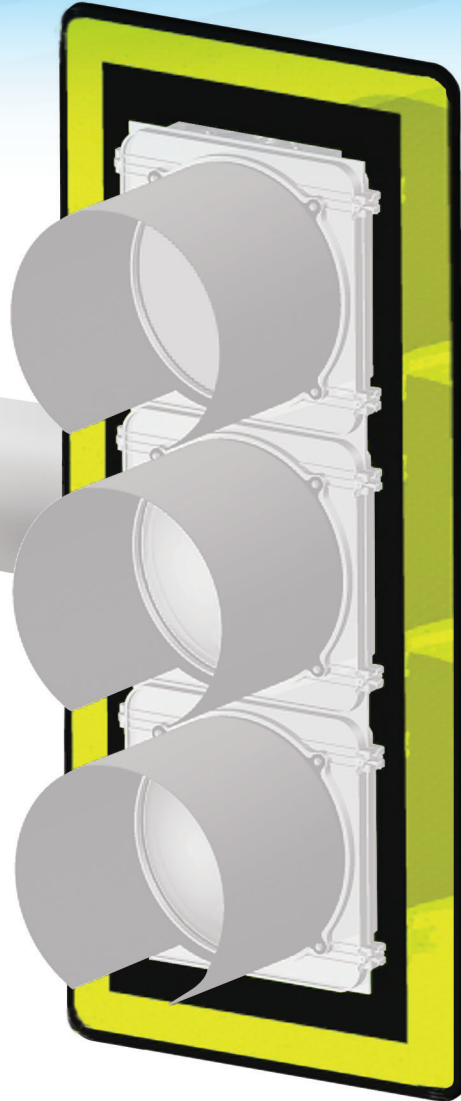
- Studies have shown retroreflective borders have greatly reduced traffic accidents, especially at night, when the border makes the signal easier to see.¹
- Another recent study by the Crash Modification Clearinghouse determined that the installation of retroreflective borders resulted in a 15% reduction in all crashes at urban, signalized intersections.²

Pelco Reflective Backplates are not only efficient and effective, they also adhere to MUTCD (Manual on Uniform Traffic Control Devices) guidelines and are a very affordable way to ensure your intersections are safer for years to come.

Call Pelco today to order your Reflective Backplates!

For more information, visit: www.pelcoinc.com

or contact Pelco Products, Inc. at **405-340-3434**.



¹ Federal Highway Administration Office of Safety Red-Light Running Website (<http://safety.fhwa.dot.gov/intersection/redlight>)

² U. S. Department of Transportation Federal Highway Administration whitepaper: "Backplates with Retroreflective Borders"

