

HOW TO DESIGN WITH REFLECTIVE



Put Your Passion for Fashion in a New Light.

Integrating reflective materials into activewear is one of today's hottest fashion trends and Brilliant™ Color Reflective will get your design creations noticed... day or night. Enhance logos for brand awareness. Add style to your apparel and footwear concepts. Review these five design areas.

1) Reflective Brightness

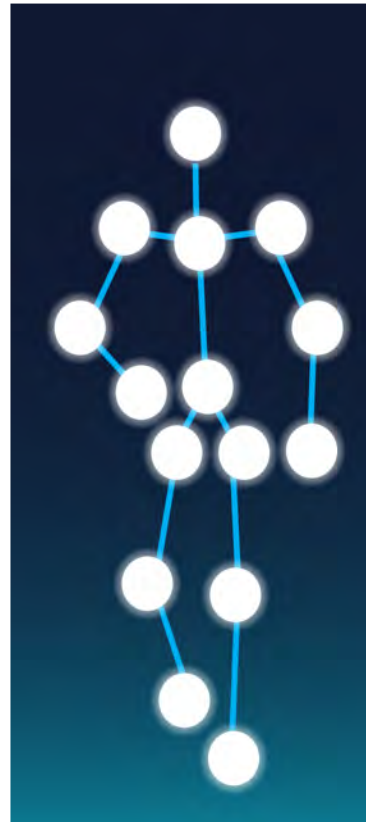
Brightness is measured in R_A (cd/lux/m²). The non-linear scale measures the amount of light returned to the source per area exposed. The higher number the more light returning with the brightest materials on the market between 200 R_A and 500 R_A .

- Cosmetic < 30 R_A
- Low Brightness 30 R_A to 100 R_A
- Medium Brightness 100 R_A to 200 R_A
- High Brightness 200 R_A to 500 R_A

2) Reflective Surface Area

How much area of reflective used in the design will influence the visibility of the user... more square inches the better. If you use greater than >100 R_A reflective, these guidelines will determine how visible the garment will be.

- Cosmetic < 10 in²
- Low Visibility 10 in² to 30 in²
- Medium Visibility 30 in²
- 3M™ 360° > 70 in²
- High Visibility > 210 in²



3) Placement of Reflective

Reflective material should be placed on the garment to outline the human form, to allow viewing from 360° and on the extremities, such as wrists and ankles, to show bio-motion. Following these factors allow viewers of the reflective to more quickly distinguish a person from the background. Placement to ensure 360° visibility allows the user to be seen coming, and from the side.

4) Reflective Trim Size

The size of the reflective trim also impacts visibility.

- All parts produce over-glow
- Segmented parts produce more visibility with less material
- Small logos have low visibility but still promote brand awareness.

5) Durability of Reflective

- Safe Reflections materials are colorfast and wash durable. Check yours.
- All reflective materials age due to natural abrasion.

Pick the right one for your application.



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