

Anatomy of an EDGE Reflective Graphic

3M Reflective:
280i white
280 colors

11 EDGE
transparent
colors (GCT)
meet ANSI/
OSHA; reflect
back in color

Print solid
colors,
gradients or
tints



280: Permanent
for 7 years

CMYK printing
also reflects in
color

Reduced
thickness and
cost of graphics

Benefits of Reflective

- Marketing Impact: 24 hour Day and Night Graphics
- Safety Graphics: 3M Products are often specified
- Reduced output thickness
- Reduced output costs
 - Print GerberColor Foil on top of reflective
 - Foil costs less than reflective vinyl costs
- 11 Transparent Spot Colors reflect back in color, not opaque
 - Transparent foils meet ANSI/OSHA standards
- Print and cut graphics allow for creative use of printed and cut designs



Advice from Artie...

- “When presenting this to the town, I print 2 copies of the actual layout at 11.8 inches on the EDGE and mount it on Sintra.”
- “Presenting the EDGE print compared to a piece of paper really shows professionalism and has a real impact on the audience.”



Reflective Tips



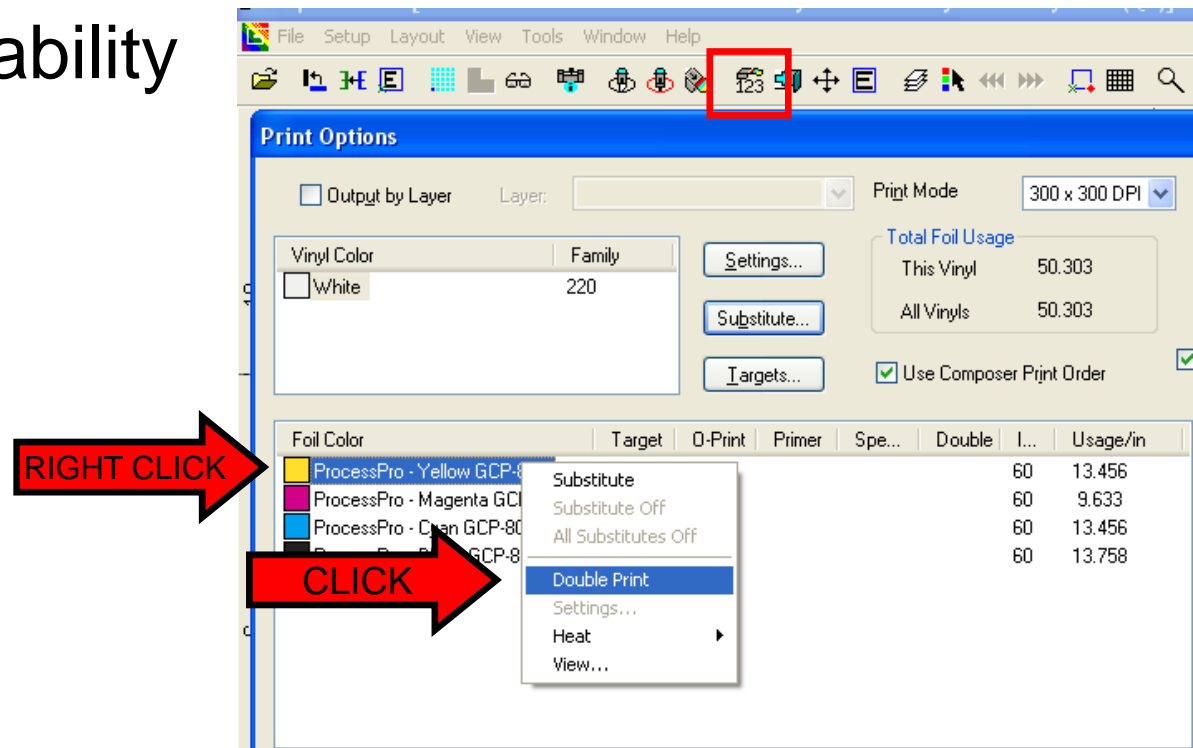
www.gspinc.com

Advice from Artie

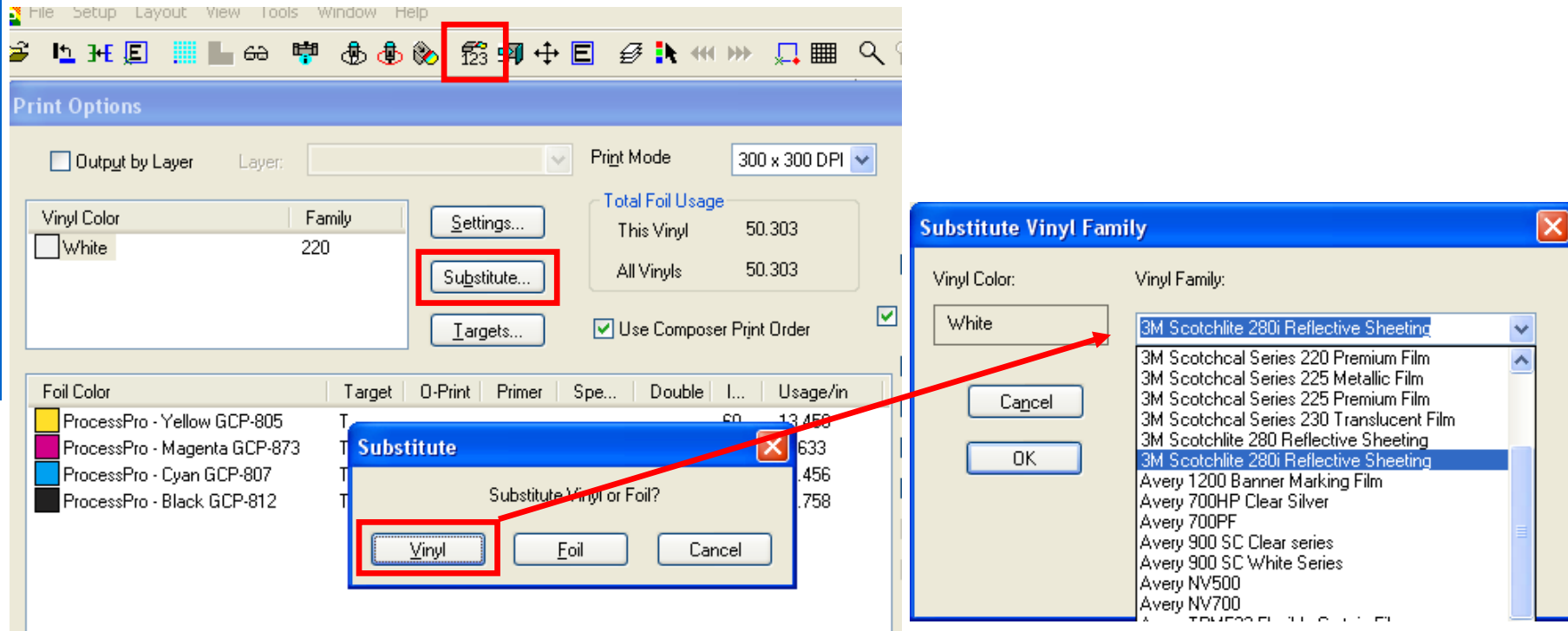
- “Any time I print a police department job, I will print some smaller decals in the blank areas of the vinyl and add ‘I Support...’”
- “I give some away at the beginning then sell others...”
- “And they don’t cost me any extra to print.”



- GSPPlot: Double hit CMYK or other colors
 - Adds color density when reflected
 - Adds durability



- Be sure to use proper vinyl settings in GSPPlot for optimum reflective transfer



Reflective Part Numbers

280i Reflective*	10 yard	50 Yard
Part Number (15" Only)	P60923A	P60924A

* For white reflective EDGE -printing, use 280i, not 280

280 Reflective	15" Punched EDGE READY		30" Punched	
	10 Yard	50 Yard	10 Yard	50 Yard
Color, Color Code				
Gold 280-64	P21020C	P21021C	P21962C	P21008C
Black 280-85	P20899C	P20900C	P21933C	P20977C
Ruby Red 280-82	P37319A	P37320A	P37321A	P37322A
Red 280-72	P28494A	P28495A	P28498A	P28499A
Orange 280-14	P20895C	P20896C	P21936C	P20980C
Lemon Yellow 280-81	P20893C	P20894C	P21934C	P20978C
Yellow 280-71	P28496A	P28497A	P28500A	P28501A
Green 280-77	P20891C	P20892C	P21937C	P20981C
Light Blue 280-76	P39822A	P39823A	P39820A	P39821A
Blue 280-75	P20889C	P20890C	P21932C	P20976C
White* 280-10	P20887C	P20888C	P21931C	P20975C
* Not recommended for GERBER EDGE printing				
White 280i** 280-10	P60923A	P60924A		
**Recommended for GERBER EDGE printing				