

Traffic Safety and Security Division

3M™ Metalized Flexible Prismatic Vehicle Marking

Series 953-10C

March 2018

1 Description

Advantages

- Durable, flexible, microprismatic, retroreflective sheeting
- For applications on rigid vehicles
- Excellent angularity in both horizontal and vertical
- Easy to apply
- Up to 3 years exterior durability
- Sheeting resists fuel vapors or occasional spills

Application and Uses

3M™ Metalized Flexible Prismatic Vehicle Marking Series 953-10C is intended for use on clean, smooth, relatively non-porous, weather resistant surfaces when prepared as detailed in 3M Information Folder 1.7.

3M™ Metalized Flexible Prismatic Vehicle Marking Series 953-10C is an impact resistant prismatic lens reflective sheeting pre-coated with pressure sensitive adhesive. The reflectivity values are in accordance to ECE104 Class C.

Limitations of End Uses

We do not normally warrant other applications, but please contact us to discuss your needs or let us suggest other 3M products.

Property	Description
Number	953-10C
Color	White

2 Characteristics

Property	Description
Adhesive color and type	Clear, Pressure Sensitive
Liner	Opaque paper
Application surfaces	Flat without rivets
Application substrates	Aluminum, stainless steel, automotive paint
Application temperature range for air and substrate	15°C to 38°C
Thickness without liner and premask tape	0,21 mm
Performance range	-35°C to +65°C

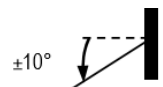
3 General Performance Characteristics

The durability of Marking Series 953 depends on the following:

- Selection, preparation and temperature of the substrate
- Application methods
- Cleaning and maintenance methods
- Exposure conditions

Warranted Durability

The sheeting is warranted for 36 months when used as vehicle marking and the exposure of the face is vertical at $90^\circ \pm 10^\circ$.



Customer right

In Europe 3M warrants for a period up to 36 months from date of application (concrete definition of the period is subject to the terms of sale) that Vehicle Marking. 953-10C sold by 3M to be used for rigid vehicle markings is free of defects in material and workmanship, subject to the following provisions: If Vehicle Marking 953-10C is processed and applied to a vertical $\pm 10^\circ$ surface in accordance with all 3M application and fabrication procedures provided in 3M's product and information bulletins, technical memos (which will be furnished to the agency upon request), including the exclusive use of 3M matched component systems and recommended application equipment; and If the marking deteriorates due to natural causes; such as fading, cracking, peeling, lifting or discoloration; 3M's sole responsibility and purchaser's and users exclusive remedy shall be that 3M will provide replacement of the 3M materials per the following table:

Total Warranty Period	Full Sheeting Replacement	Pro-Rata Sheeting Replacement	Monthly Reduction In Allowance
36 months	24 months	25th-36th month	1/12

Note: For the full product names of the 3M products listed on this page, please see page 1.

Conditions

Such failure must be solely the result of design or manufacturing defects in the series 953 marking and not of outside causes such as: improper fabrication, handling, maintenance or installation; use of application procedures not recommended by 3M; applied to a surface at greater than $\pm 10^\circ$ from vertical; failure of substrate; exposure to chemicals, abrasion and other mechanical damage; collisions, vandalism or malicious mischief.

3M reserves the right to determine the method of replacement. Replacement sheeting will carry the unexpired warranty of the marking it replaces. Claims made under this warranty will be honored only if 3M is notified of a failure within a reasonable time, reasonable information requested by 3M is provided and 3M is permitted to verify the cause of the failure.

4 Application

- Check the proper temperature using an Infrared Thermometer like 3M Scotchtrak IR-500.
- Cut sheeting around rivets and between seams, joints and overlapped panel.
- Apply to flat surfaces only.
- Do not overlap sheeting
- Remove Premask tape after application using a 180° pull off angle.
- Contact your 3M representative for detailed processing and application procedures
- Unknown substrates should be tested individually in regard to final adhesion values

5 Maintenance and Cleaning

Hand wash with sponge, cloth, or soft brush using warm water and detergent. The cleaner must be wet, nonabrasive, without strong solvents and have a pH value between 6 and 8 (neither strongly acidic nor strongly alkaline). Rinse thoroughly.

To remove grease, oil or tar, use cloth moistened with heptane, VM&P naphta or mineral spirits. Wash with detergent and water and rinse thoroughly. Using the high pressure hot steam cleaning the following conditions should be applied/ set up:

- maximum pressure 80 bar
- maximum temperature 60°C
- minimum of 1 m distance of cleaning jet from sheeting surface
- cleaning wand to be held at no greater angle than 15 degree from perpendicular to the sheeting surface
- wide fan pattern

6 Storage and Shelf Life

- Marking series 953 must be used within 1 year after date of receipt from 3M.
- Partially used rolls should be returned to the shipping carton or suspended horizontally from a rod or pipe through the core.
- Store the sheeting in a clean, dry area and away from direct sunlight.

7 Chemical Resistance

- Resists mild acids, mild alkalis and salts
- Excellent water resistance
- Resists occasional fuel spills

8.1 Health and Safety Information

Read all health hazard, precautionary and first aid statements found in the Material Safety Data Sheet (MSDS), and/or product label of chemicals prior to handling or use.

8.2 Disclaimer

THE 3M WARRANTY IS MADE IN LIEU OF ALL OTHER WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY IMPLIED WARRANTY OR CONDITION OF MERCHANTABILITY, OR FITNESS FOR A PARTICULAR PURPOSE, OR ANY IMPLIED WARRANTY ARISING OUT OF A COURSE OF DEALING OR OF PERFORMANCE, CUSTOM OR USAGE OF TRADE.

8.3 Limitation of Liability

Except for the limited remedy stated above, and except where prohibited by law, 3M will not be liable for any loss or damage arising from the Signs or any 3M product, whether direct, indirect, special, incidental or consequential damages (including but not limited to lost profits, business or revenue in any way), regardless of the legal theory asserted including warranty, contract, negligence or strict liability.

9 Other Product Information

Always confirm that you have the most current version of the applicable product bulletin, information folder or other product information from 3M's Website at <http://www.mmm.com/tss>.

Important Notice to Purchaser

All statements, technical information and recommendations herein are based on tests we believe to be reliable, but the accuracy or completeness thereof is not guaranteed. Before using, user shall determine the suitability of the product for its intended use, and user assumes all risk and liability whatsoever in connection therewith. All questions of warranty and liability relating to this product are governed by the terms of the sale subject where applicable to the prevailing law. No statement or recommendation not contained herein shall have any force or effect unless in an agreement signed by officers of seller and manufacturer.

For Further Assistance

For help on specific questions relating to 3M™ reflective products, please contact your local 3M Application Engineer or contact:



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