3M™ Retro-Reflective Label material is a non-metalized micro prismatic reflective sheeting designed for production of interior and exterior signs, decals, and barcodes where reflectivity is desired. A unique optical layer gives 3M 39294 a uniform visual appearance and a whiter color compared to beaded Retro-Reflective Materials.

NOTE: 3M is unable to specify a maximum scanning distance with this material because of the differences between long range scanners.

### Product Construction

<table>
<thead>
<tr>
<th>Product</th>
<th>Facestock</th>
<th>Adhesive</th>
<th>Liner</th>
</tr>
</thead>
<tbody>
<tr>
<td>39294</td>
<td>4.8 mil Reflective Film</td>
<td>1.0 mil Permanent Acrylic Adhesive</td>
<td>6.5 Mil Polycoated Kraft</td>
</tr>
</tbody>
</table>

(Calipers are nominal Values)

### Typical Physical Properties

<table>
<thead>
<tr>
<th>Service Temperature</th>
<th>20°F to 140°F (-7°C to 60°C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Temperature</td>
<td>65°F (18°C)</td>
</tr>
<tr>
<td>Conformability</td>
<td>Semi-rigid – Label is suitable for flat or slightly curved surfaces.</td>
</tr>
<tr>
<td>Printing</td>
<td>Printable with resin-based thermal transfer ribbons such as ITW Thermal Films B-324, iimak SP-330, Zebra 5095, Ricoh B110C and 3M Durable Resin Ribbon 92904</td>
</tr>
<tr>
<td>Die-Cutting</td>
<td>Rotary Die Cutting, Score Slitting and Plotter Cutting</td>
</tr>
<tr>
<td>Splices</td>
<td>Non-Beaded Technology produces limited roll splices</td>
</tr>
</tbody>
</table>

### Features

- 3M 39294 Retro-Reflective Properties have a minimum coefficient of retro reflection of 50 when measured at .2 degrees observation and -4 degrees entrance angles.
- 3M Acrylic Adhesive has good adhesion to metals, wood and plastics. Please evaluate performance in the intended application.
- Non-Beaded reflective label stock is manufactured with minimal splices. Limited splices optimize yields of consecutive bar code applications.
- Non-Beaded reflective label stock offer superior die life over traditional retro-reflective label stocks.

### Application Ideas

- Warehouse Bin Labels and Shelf Marking with Bar Codes.
- Long range scanning of bar codes in indoor environments
- Decals and Nameplates where reflectivity is desired

### Printing

**Digital Printing:** 3M 39294 Retro-Reflective Label Material may be appropriate for thermal transfer printing. The end user must evaluate printer and ribbon compatibility. The end user may also evaluate performance in UV inkjet and latex printing.

**Screen Printing:** Use 3M Process Colors Series 990 or 2900. The end user is responsible for evaluating compatibility with other screen print inks, including UV inks.
Storage Conditions

Store under normal conditions of 70°F (21°C) and 50% relative humidity. To minimize the effects of humidity on the products, package the die-cut and printed stock in polyethylene bags. Low density polyethylene (2 – 4 mils) can help prevent humidity penetration.

Shelf Life

To obtain best performance, use this product within 12 months from date of manufacture.

Technical Information

The technical information, recommendations and other statements contained in this document are based upon tests or experience that 3M believes are reliable, but the accuracy or completeness of such information is not guaranteed.

The manufacture of Reflective label material 39294 results in lines being present in the product. Some of these lines are visually noticeable in shop conditions but are typically not observable under most normal use conditions. Material should be previewed before sign or Decal fabrication.

Product Use

Many factors beyond 3M’s control and uniquely within user’s knowledge and control can affect the use and performance of a 3M product in a particular application. Given the variety of factors that can affect the use and performance of a 3M product, user is solely responsible for evaluating the 3M product and determining whether it is fit for a particular purpose and suitable for user’s method of application.

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ISO 9001

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