

Bright Thinking for Cyclists

Reflectors and accessories

High visibility clothing and reflective bike stickers are by far the most effective way for children to Be Bright for Safety.

3M reflective materials are used by emergency services across the globe - the most demanding customers imaginable.

How does high visibility reflective clothing work?

Fluorescent material converts invisible UV light into visible light. This makes objects really stand out - even during the day.

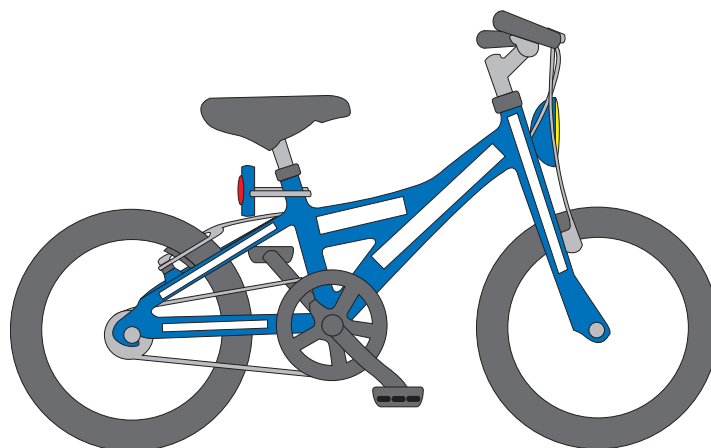
3M Scotchlite™ reflective materials use a technology known as **retro reflection**. Retro reflection means that light rays are returned in the direction from which they come. When a car's headlights shine on retro reflective material, the light shines directly back towards the driver, helping to make the person or object clearly visible in the dark.

What high visibility reflective products can I use?

You can choose from:

- Children's and adults' vests.
- Stretchbands - fabric bands for arms and legs.
- Reflective strips - adhesive strips that can be cut to size for bikes, bags and clothes.

Choose a combination that provides plenty of visibility and consider involving the children themselves by inviting them to customise their bikes, clothing and bags!



Support your child's cycling and visit:

www.3Mstreetwise.co.uk for more tips on safe riding

www.3Mbeseen.co.uk for information on 3M reflective products

www.bikeability.org.uk for information about changes to cycle training

www.bikeforall.net

www.ctc.org.uk

www.cyclingengland.co.uk

www.hedgehogs.gov.uk for games and tips about cycling and pedestrian safety for younger children

www.thinkroadsafety.gov.uk for information about cycle safety