

Increase your safety rating with reflective graphics on your vehicles

Safety is a significant concern among fleet owners and with good reason. Accidents drive up insurance costs, not to mention the costs that the accidents themselves incur. According to a fleet safety report published by Volvo, the number one cause of damage to a fleet vehicle (12 percent of fleet accidents) occurred while the fleet vehicle was parked. A close second at 10 percent occurred because another party struck the rear or driver. As fleet managers, a good safety rating can make or break your unit. It can ultimately lead to lower costs, a well-rounded fleet and higher rates of employee retention. Below are some of the ways reflective materials and conspicuity tape can help increase that rating, as well as some helpful tips to consider.

Benefits of Reflective Material

Reflective material is an easy-to-apply pressure sensitive material that increases a vehicle's visibility considerably and reduces the risk of collisions involving fleet vehicles. A National Highway Transportation Safety Administration report said the use of reflective materials reduced side and rear impacts resulting in a fatality or injuries in dark conditions by 44 percent. Collisions typically occur when a driver is unable to see a slow moving or stopped vehicle in front of them. While safety lights like blinkers and tail lights are visible, sometimes that is simply not adequate. This is particularly true when visibility is low due to fog, rain or darkness with no street lights. It is the responsibility of fleet managers to take whatever measures necessary to ensure the safety of their fleet vehicles and drivers. Reflective graphics have a very positive track record. They're easy to install, affordable and far less costly than paying for an accident or increased insurance rates.



Using Reflective Graphics to Your Advantage

Many companies take advantage of reflective material's natural ability to be spotted in low visibility by using it as a branding tool. As most reflective products are available in a wide variety of widths, sizes and colors, it affords these companies the ability to utilize the reflectivity for their corporate branding and messaging on their fleet.

Trailers with reflective graphics gathered 14 million impressions per year. An American Trucking Association study says that use of reflective graphics increases the number of annual impressions by 40 percent.

That's a large number, especially considering you're using it as a safety precaution. Reflective graphics increase the truck's visibility, giving it an extra measure of safety. The vinyl can be custom-printed using a wide format printer, then cut to fit the vehicle and provide uniformity for the fleet.



Ensuring Safety on the Road

Invest in driver training courses. Whether they're professionally outsourced or done in-house, drivers can learn best practices while on the road, how to drive defensively and how to avoid accidents. While drivers cannot control how other motorists drive, they can learn telltale signs of potential collisions.

Incentive programs are also a way to increase fleet safety. Drivers who go for a set amount of time without an accident are rewarded for their good driving. This is a great way to back up driver training.

Or if you don't have the budget for a full-on reflective graphics campaign, using red and yellow tape that has an angled pattern can alert drivers of a vehicle that may drive slowly or stop and go. It is eye-catching enough to raise the driver's awareness without being distracting and causing an accident. The tape is easily applied to the vehicle, is waterproof and is easily removed.

These are just a few ways to improve your fleet's safety rating over time. Driver training and incentives do not solve the entire problem, though. Many times, the other drivers simply do not see the fleet vehicle and there is nothing the fleet driver can do.

Outfitting your entire fleet with reflective graphics will lower your costs in many areas. Your worker's compensation claims and insurance costs will decrease and you will alleviate any delay in service that would be caused by an accident or a vehicle that is out of commission. In all, reflective graphics are an inexpensive safety measure for your fleet that you can't afford to do without.

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