



GRAPHICS MEDIA

PRODUCT DATA SHEET

Product Code: 3930

Issued September 2017



# High Intensity Prismatic Reflective Sheeting Series 3930

Product Bulletin 3930

January 2013

Replaces PB 3930 dated January 2012

## Description

3M™ High Intensity Prismatic Reflective Sheeting Series 3930 is a non-metalized microprismatic lens reflective sheeting designed for production of reflective durable traffic control signs, work zone devices and delineators that are exposed vertically in service. Applied to properly prepared sign substrates, 3M high intensity prismatic sheeting provides long-term reflectivity and durability. Series 3930 sheeting is available in the following colors.

Color	Product Code
White	3930
Yellow	3931
Red	3932
Orange	3934
Blue	3935
Green	3937
Brown	3939
<b>Color – TT Series</b>	
White – thermal transfer (TT) printable	3930TT
Yellow – TT printable	3931TT

## Photometrics

### Daytime Color (x,y,Y)

The chromaticity coordinates and total luminance factor of the retroreflective sheeting conform to Table A.

### Color Test – Ordinary Colored Sheeting

Conformance to standard chromaticity (x, y) and luminance factor (Y %) requirements shall be determined by instrumental method in accordance with ASTM E 1164 on sheeting applied to smooth aluminum test panels cut from Alloy 6061-T6 or 5052-H38. The values shall be determined on a HunterLab ColorFlex 45/0 spectrophotometer. Computations shall be done for CIE Illuminant D65 and the 2° standard observer.<sup>2</sup>

<sup>2</sup>The instrumentally determined color values of retroreflective sheeting can vary significantly depending on the make and model of colorimetric spectrophotometer as well as the color and retroreflective optics of the sheeting (David M. Burns and Timothy J. Donahue, Measurement Issues in the Color Specification of Fluorescent Retroreflective Materials for High Visibility Traffic Signing and Personal Safety Applications, Proceedings of SPIE: Fourth Oxford Conference on Spectroscopy, 4826, pp. 39-49, 2003). For the purposes of this document, the HunterLab ColorFlex 45/0 spectrophotometer shall be the referee instrument.

### Coefficients of Retroreflection (R<sub>A</sub>)

The values in Table B are minimum coefficients of retroreflection expressed in candelas per lux per squaremeter (cd/lux/m<sup>2</sup>).

Table A Daytime color specification limits<sup>1</sup>

Color	x		y		x		y		Daytime Luminance Limit	
	x	y	x	y	x	y	x	y	Min.	Max.
White	0.303	0.300	0.368	0.366	0.340	0.393	0.274	0.329	27	
Yellow	0.498	0.412	0.557	0.422	0.479	0.520	0.438	0.472	15	45
Red	0.648	0.351	0.735	0.265	0.629	0.281	0.565	0.346	2.5	15
Orange	0.558	0.352	0.636	0.364	0.570	0.429	0.506	0.404	10	30
Blue	0.140	0.035	0.244	0.210	0.190	0.255	0.065	0.216	1	10
Green	0.026	0.399	0.166	0.364	0.286	0.446	0.207	0.771	3	12
Brown	0.430	0.340	0.610	.0390	0.550	0.450	0.430	0.390	1	9

<sup>1</sup>The four pairs of chromaticity coordinates determine the acceptable color in terms of the CIE 1931 Standard Colorimetric System.

### Test for Coefficients of Retroreflection

Conformance to coefficient of retroreflection requirements shall be determined by instrumental method in accordance with ASTM E-810 “Test Method for Coefficient of Retroreflection of Retroreflective Sheeting”, and per E-810 the values of 0° and 90° rotation are averaged to determine the  $R_A$  in Table B.

**Table B**

Minimum Coefficient of Retroreflection  $R_A$  for new sheeting (cd/lux/m<sup>2</sup>)

-4° Entrance Angle <sup>3</sup>	Observation Angle <sup>4</sup>	
	0.2°	0.5°
White	560	200
Yellow	420	150
Red	84	30
Orange	210	75
Green	56	21
Blue	30	13
Brown	18	7.5
30° Entrance Angle <sup>3</sup>		
White	280	100
Yellow	210	75
Red	42	15
Orange	105	37
Green	28	10
Blue	14	6
Brown	8.5	3.5

<sup>3</sup>Entrance Angle – The angle from the illumination axis to the retroreflector axis. The retroreflector axis is an axis perpendicular to the retroreflective surface.

<sup>4</sup>Observation Angle – The angle between the illumination axis and the observation axis.

### Printed Colors and Overlay Films

For screenprinted or thermally transfer printed transparent color areas on white sheeting when processed according to 3M recommendations, the coefficients of retroreflection shall not be less than 70% of the value for the corresponding color in Table B. For white sheeting covered with 3M™ ElectroCut™ Film Series 1170 when processed according to 3M recommendations, the coefficients of retroreflection shall not be less than 100% of the value for the corresponding color in Table B. The color chromaticity and luminance shall conform to Table A on page 1.

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### Entrance Angularity Performance in Regard to Orientation

High intensity prismatic reflective sheeting is designed to be an effective wide angle reflective sheeting regardless of its orientation on the substrate or ultimate orientation of the sign after installation. Signs and applied copy (letters, arrows, borders and shields) can be fabricated and installed using the application orientation that most efficiently utilizes the reflective sheeting.

**Note:** For multi-panel signs it is recommended that all background panels be sheeted such that the sheeting direction is the same for all panels.

### Fabrication Lines

The manufacture of prismatic sheeting results in lines being present in the product. In high intensity prismatic sheeting these lines are slightly thicker than the seal pattern legs. Fabrication lines are noticeable in shop light but are not observable on the road either in daylight or at night under typical use conditions (Figure 1).

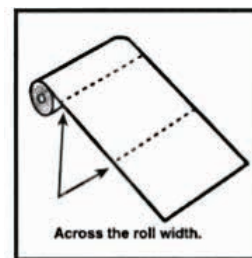


Figure 1 – Fabrication Lines

### Adhesive

Series 3930 sheeting has a pressure-sensitive adhesive that is recommended for application at temperatures of 65°F (18°C) or higher.

### Adhesive and Film Properties

#### Standard Test Panels

Unless otherwise specified herein, sheeting shall be applied to test panels and conditioned in accordance with ASTM D4956 and test methods and conditions shall conform to ASTM D4956.

#### Properties

The following properties shall conform to the requirements in ASTM D4956.

1. Adhesion
2. Outdoor weathering
  - retained coefficient of retroreflection
  - colorfastness



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3. Shrinkage
4. Flexibility
5. Liner removal
6. Impact resistance
7. Night time color

In addition, Series 3930 sheeting will conform to the following properties.

### 1. Gloss

Test Method – Test in accordance with ASTM D523 using a 60° glossmeter.

Requirement – Rating not less than 50.

### 2. Optical Stability

Test Method – Apply a 3 inch x 6 inch sample to a test panel. Measure  $R_A$  then place it in an oven at  $71^\circ\text{C} \pm 3^\circ\text{C}$  ( $160^\circ\text{F} \pm 5^\circ\text{F}$ ) for 24 hours followed by conditioning at standard conditions for 2 hours. Remeasure  $R_A$ .

Requirement – The sheeting shall retain a minimum of 85% and a maximum of 115% of the original coefficient of retroreflection.

## Sign Fabrication Methods

### Application

Series 3930 sheeting incorporates a pressure sensitive adhesive and should be applied to the sign substrate at temperature of  $65^\circ\text{F}/18^\circ\text{C}$  or higher by any of the following methods:

Mechanical squeeze roll applicator – refer to 3M Information Folder (IF) 1.4. Application to extrusions that are edge wrapped requires sufficient softening of the sheeting. This can be accomplished by directing additional heat to the “next to last” edge roller. This practice will increase productivity and minimize cracking.

Hand squeeze roll applicator – refer to 3M IF 1.6.

Application of Series 3930 sheeting for complete signs or backgrounds must be done with a roll laminator, either mechanical or hand driven.

### Hand Application

Hand application is recommended for legend and copy only. Refer to 3M Information Folder 1.5 for more details.

Hand applications will show some visual irregularities, which are objectionable to aesthetically critical customers. These are more noticeable on darker colors. To obtain a close-up uniform appearance, a roll laminator must be used.

All direct applied copy and border **MUST** be cut at all metal joints and squeegeed at the joints.

### Splices

Series 3930 sheeting must be butt spliced when more than one piece of sheeting is used on one piece of substrate. The sheeting pieces should not touch each other. This is to prevent buckling as the sheeting expands in extreme temperature and humidity exposure.

### Double Faced Signs

The sheeting on the bottom side of a double faced sign can be damaged if rolled through a squeeze roll applicator with an unprotected steel bottom roller. The use of a semi-soft flat sheet between the steel roller and the applied sign face will provide protection from damage. A material such as a rubber mat, tag board or cardboard is recommended.

### Substrates

For traffic sign use, substrates found to be most reliable and durable are properly prepared aluminum sheets and extrusions. **Users are urged to carefully evaluate all other substrates for adhesion and sign durability.** Other substrates that may be satisfactory for proper application of sheeting will have the following characteristics:

- Clean
- Smooth
- Flat
- Rigid
- Dimensionally stable
- Weather resistant
- Non-porous
- High surface energy (passes water break test)

Refer to Information Folder 1.7 for surface preparation recommendations. Substrates with low surface energy may require additional preparation such as flame treatment, mechanical abrasion or use of adhesion promoters prior to sheeting application. Guide sign extrusions may be edge wrapped. Flat panels or unwrapped extrusions are to be carefully trimmed so that sheeting from adjacent panels does not touch on assembled signs.

High intensity prismatic sheeting is designed primarily for applications to flat substrates. Any use that requires a radius of curvature of less than five inches should also be supported by rivets or bolts. Plastic substrates are not recommended where cold shock performance is required. **Sign failures caused by the substrate or improper surface preparation are not the responsibility of 3M.**

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### Imaging

High intensity prismatic sheeting may be processed into traffic signs by any of the imaging methods described below. 3M assumes no responsibility for failure of sign face legends or backgrounds that have been processed with non-3M process colors or matched component imaging materials other than those listed below.

#### Screen Processing

Series 3930 sheeting may be screen processed into traffic signs before or after mounting on a sign substrate, using 3M Process Colors Series 880I or Series 880N. Series 880I or 880N process colors can be screened at 60-100°F (16-38°C) at relative humidity of 20-50%. A PE 157 screen mesh with a fill pass is recommended. Refer to Information Folder 1.8 for details. No clear coating is required and is not recommended. Use of other process colors series is not recommended. **Care should be taken to avoid flexing high intensity prismatic sheeting before and especially after screening to eliminate the possibility of cracking from improper handling techniques.**

#### Thermal Transfer Printing

High intensity prismatic TT series sheeting may be imaged with 3M™ Thermal Transfer Ribbon Series TTR2300 in conjunction with the Matan SprinG3 or Matan Spot4 thermal transfer printers. For regulated traffic signs, Series TTR2300 Spot Traffic Colors are to be applied using these printers and must be covered with 3M™ ElectroCut™ Film 1170. Refer to Product Bulletin TTR2300 for more information.

#### 3M™ ElectroCut™ Film

3M™ ElectroCut™ Film Series 1170 may be used to provide transparent colored background copy for traffic control signs on high intensity prismatic sheeting. Refer to Product Bulletin 1170 for fabrication procedures.

#### Applied Cut-Out Copy

High intensity prismatic cut letters may be applied to series 3930 sheeting background to create a sign legend. Such cut-out copy may be directly applied to the background sheeting, or may be applied in a demountable form. Direct applied copy must be cut at all panel seams and carefully trimmed back so that sheeting from adjacent panels does not touch on assembled signs. Refer to Information Folder 1.10 for more information.

**Note:** *It is recommended to fabricate all but the largest signs using 1170 electronic cuttable overlay film (ECOF) instead of direct applied copy.*

### Additional Imaging Options for Work Zone Signs

#### Vinyl Graphic Films

Scotchcal™ Vinyl Series 3650, Series 7720 and Series 7725 may be used to provide copy for traffic control signs on high intensity prismatic sheeting (typically orange, white or yellow sheeting) for use in construction work zones. Refer to Scotchcal™ product literature for more information.

#### Latex Ink Jet Printing

Series 3930 sheeting to be used in work zone signs may be imaged with HP 789 series black latex ink in conjunction with the HP Designjet L25500 Printer, or with 792 series black latex ink in conjunction with the HP Designjet L26500 Printer. Refer to Information Folder 3.4 for more information.

**Note:** *With the exception of 3M branded products, 3M does not represent that any printer or printer accessory recommended in 3M literature will meet customer requirements, any federal, state or local regulations or any applicable safety standards. Such determination is the responsibility of the printer owner.*

### Cutting

Series 3930 sheeting may be cut into letters and shapes of at least 3 inches in height and stroke widths of at least 1/2 inch. Smaller sizes are not recommended. Sealing cut edges of Series 3930 sheeting is not required.

#### Plotter Cutting

Programmable knife cut (electronic cutting)

1. Flat bed plotters can either die cut or kiss cut and offer the most consistent reliable performance.
2. Friction Fed plotter. Kiss cut only. Success has been achieved using plotters that have 600 grams of down force and a 60° cutting blade. Additional drive wheels may need to be added to improve tracking. An alternative procedure is to cut sheeting from the liner side. Blade force and knife depth must be set to score but not cut through the topfilm. Break apart individual copy or apply premask to retain spacing.



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### Other Cutting Methods

Series 3930 sheeting may be hand cut or die cut one sheet at a time, and band sawed or guillotined in stacks. Cutting equipment such as guillotines and metal shears, which have pressure plates on the sheeting when cutting, may damage the optics. Padding the pressure plate and easing it down onto the sheets being cut will significantly reduce damage. Maximum stack height for cutting Series 3930 sheeting is 1 ½ inch or 50 sheets. Details on cutting can be found in Information Folder 1.10.

### Storage and Packaging

Series 3930 sheeting should be stored in a cool, dry area, preferably at 65-75°F (18-24°C) and 30-50% relative humidity and should be applied within one year of purchase. Rolls should be stored horizontally in the shipping carton. Partially used rolls should be returned to the shipping carton or suspended horizontally from a rod or pipe through the core. Unprocessed sheets should be stored flat. Finished signs and applied blanks should be stored on edge.

Screen processed signs must be protected with SCW 568 slipsheet paper. Place the glossy side of the slipsheet against the sign face and pad the face with closed cell packaging foam. Double faced signs must have the glossy side of the slipsheet against each face of the sign.

Unmounted screened faces must be stored flat and interleaved with SCW 568 slipsheet, glossy side against the sign face.

Avoid banding, crating, or stacking signs. Package for shipment in accordance with commercially accepted standards to prevent movement and chafing. Store sign packages indoors on edges.

Panels or finished signs must remain dry during shipment and storage. If packaged signs become wet, unpack immediately and allow signs to dry. Refer to Information Folder 1.11 for instructions on packing for storage and shipment.

### Installation

Nylon washers are required when twist style fasteners are used to mount the sign.

### Cleaning

Signs that require cleaning should be flushed with water, then washed with a detergent solution and soft bristle brush or sponge. Avoid pressure that may damage the sign face. Flush with water following washing. Do not use solvents to clean signs. Refer to 3M Information Folder 1.10.

### Health and Safety Information

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

### General Performance Considerations

The durability of high intensity prismatic Series 3930 sheeting and finished signs using 3M Matched Component materials will depend upon substrate selection and preparation, compliance with recommended application procedures, geographic area, exposure conditions, and maintenance. Maximum durability of Series 3930 sheeting can be expected in applications subject to vertical exposure on stationary objects when processed and applied to properly prepared aluminum according to 3M recommendations provided in Information Folder 1.7. The user must determine the suitability of any nonmetallic sign backing for its intended use. **Sign failures caused by the substrate or improper surface preparation are not the responsibility of 3M.** Applications to unprimed, excessively rough or non-weather resistant surfaces or exposure to severe or unusual conditions can shorten the performance of such applications. Signs in mountainous areas that are covered by snow for prolonged periods may also have reduced durability. 3M process colors and ElectroCut™ Film, when used according to 3M recommendations, are generally expected to provide performance comparable to colored reflective sheeting. Custom colors, certain lighter colors, heavily toned colors or blends containing yellow or gold may have reduced durability. Atmospheric conditions in certain geographic areas may result in reduced durability.

Periodic sign inspection and regular sign replacement are strongly recommended in order for sign owners to establish their own effective service life expectation, beyond the warranty period.

3M has tested HP Designjet Printers and black latex inks: L25500 printer/series 789 black ink, and L26500 printer/series 792 black ink; and when applied within parameters defined in IF 3.4 the resulting sign performance is considered to be commensurate with typically expected sign life. However, this imaging system is not covered as part of the 3M Matched Component system noted in the General Warranty Terms.



### 3M Basic Product Warranty and Limited Remedy

3M™ High Intensity Prismatic Reflective Sheeting Series 3930 (“Product”) is warranted to be free of defects in materials and manufacture at the time of shipment and to meet the specifications stated in this Product Bulletin. If Series 3930 Sheeting is proven not to have met the Basic Warranty on its shipment date, then a buyer’s exclusive remedy, and 3M’s sole obligation, at 3M’s option, will be refund or replacement of the sheeting.

#### General Warranty Terms:

1. 3M makes the Additional Warranty (as defined below) as to any traffic control and guidance sign in the United States and Canada (“Sign”) made with 3M™ High Intensity Prismatic Reflective Sheeting Series 3930 (“Product”) and the Matched Component materials listed in Table E. Any Additional Warranty is contingent on all components involved in that Additional Warranty being stored, applied, installed, and used only as 3M recommends in its Product Bulletins and Other Product Information.
2. The Basic Warranty and any applicable Additional Warranty are collectively referred to as the “3M Warranty.” EXCEPT TO THE EXTENT PROHIBITED BY APPLICABLE LAW, THE 3M WARRANTY IS MADE IN LIEU OF ALL OTHER WARRANTIES, RIGHTS OR CONDITIONS, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND THOSE ARISING FROM A COURSE OF DEALING, CUSTOM OR USAGE OF TRADE. A BUYER IS RESPONSIBLE FOR DETERMINING IF A PRODUCT IS SUITABLE FOR ITS PARTICULAR PURPOSE AND APPLICATION METHODS.
3. A Sign’s failure to meet the 3M Warranty must be solely the result of the Product or the matched component materials’ design or manufacturing defects. 3M has no obligation under the 3M Warranty if a sign failure is caused by: improper fabrication, handling, maintenance or installation; non-vertical applications where the Sign face is more than +/- 10% from vertical; use of any material or product not made by 3M or not included in Table E; use of application equipment not recommended by 3M; failure of sign substrate; loss of adhesion due to incompatible or improperly prepared substrate; exposure to chemicals, abrasion and other mechanical damage; snow burial or any other sign burial; collisions, vandalism or malicious mischief.

4. 3M reserves the right to determine the method of replacement, and any replacement Product will have the remainder of the original Product’s unexpired 3M Warranty. Claims made under this warranty will be honored only if
  - The Sign was dated upon completion of fabrication (“Fabrication Date”) using a permanent method (sticker, permanent marker or crayon, metal stamp, etc.)
  - 3M is notified of a 3M Warranty claim during any applicable Warranty Period and the owner or fabricator provides the information reasonably required by 3M to verify if a 3M Warranty is applicable.

#### Additional Warranty and Limited Remedy

1. The Additional Warranty for a Sign made with the Product is that the Sign will: (a) remain effective for its intended use when viewed from **a moving vehicle under normal day and night driving conditions by a driver with normal vision**, and (b) after cleaning, will meet the **minimum values for coefficient of retroreflection stated in Table C** for Table C’s applicable Warranty Period measured from the Sign’s Fabrication Date.

Table C

Minimum Percent Retained of Table B

Initial R<sub>A</sub> for applicable Warranty Period for white, yellow, red, green, blue and brown

Warranty Period	Minimum Percentage R <sub>A</sub> Retained
1-7 Years	80%
8-10 Years	70%

2. If any Sign made with the Product is proven not to have met the Additional Warranty, then a buyer’s **exclusive remedy**, and 3M’s sole obligation, at 3M’s option:
  - a. if this occurs within seven years after the Fabrication Date, then 3M will, at its expense, restore the Sign’s surface to its **original effectiveness**; or
  - b. if this occurs during the remainder of the Additional Warranty Period, then 3M will furnish only the necessary 3M sheeting Product and matched component materials quantity to restore the Sign’s surface to its original effectiveness.



**Additional Warranty & Limited Remedy for 3934 Orange Product**

- 1. The Additional Warranty for a Sign made with 3934 orange sheeting (Orange Product) is that the Sign will: (a) **remain effective for its intended use when viewed from a moving vehicle under normal day and night driving conditions by a driver with normal vision;** (b) after cleaning, will retain the coefficient of retroreflection stated in Table D for three years measured from Fabrication Date; and (c) after cleaning, the Product will **maintain daytime luminance equal to or greater than the minimums specified in Table A.**

**Table D**

Minimum Coefficient of Retroreflection for 3934 Orange sheeting Product (cd/lux/m<sup>2</sup>) (0.2° observation and -4° entrance)

Warranty Period	Minimum R <sub>A</sub>
Orange	80

If any Sign made with the Product is proven not to have met the Additional Warranty, then a buyer's **exclusive remedy**, and 3M's sole obligation, at 3M's option, is that 3M will provide pro-rated replacement of the 3M materials.

**Table E**

Matched Component Materials.

Matched Components	
Process Colors	Series 880I
Process Colors	Series 880N
Thermal Transfer Ribbons – Spot Traffic Colors only*	Series TTR2300
ElectroCut™ Film	Series 1170
Premium Protective Overlay Film	Series 1160
Slipsheet	SCW 568
Prespacing Tape	SCPS-2
Premasking Tape	SCPM-3
Transfer Tape	TPM-5

\*must be covered with 3M™ ElectroCut™ Film 1170

Refer to 3M Information Folders and Product Bulletins for detailed information about recommended application procedures and equipment.

**Other Product Information**

**Always confirm that you have the most current version of the applicable Product Bulletin, Information Folder or Other Product Information.**

- IF 1.4 Instructions for Interstate Squeeze Roll Applicator
- IF 1.5 Hand Application Instructions
- IF 1.6 Hand Squeeze Roll Applicator
- IF 1.7 Sign Base Surface Preparation
- IF 1.8 Process Color Application Instructions
- IF 1.10 Cutting, Premasking, and Prespacing
- IF 1.11 Sign Maintenance Management
- PB 880I Process Color 880I
- PB 880N Process Color 880N
- PB 1170 ElectroCut™ Film
- PB TTR2300 Thermal Transfer Ribbons Series TTR2300
- PB 1160 Protective Overlay Film 1160 Ink Jet Imaging with HP Designjet L25500
- IF 3.4 Printer and HP 789 Series latex Inks

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3M WILL NOT UNDER ANY CIRCUMSTANCES BE LIABLE TO A BUYER FOR DIRECT (other than the applicable Limited Remedy stated above), SPECIAL, INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES (INCLUDING, WITHOUT LIMITATION, LOSS OF PROFITS) IN ANY WAY RELATED TO A PRODUCT OR THIS PRODUCT BULLETIN, REGARDLESS OF THE LEGAL OR EQUITABLE THEORY ON WHICH SUCH DAMAGES ARE SOUGHT.



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ASTM Test Methods are available from ASTM International, West Conshohoken, PA.

3M assumes no responsibility for any injury, loss or damage arising out of the use of a product that is not of our manufacture. Where reference is made in literature to a commercially available product, made by another manufacturer, it shall be the user's responsibility to ascertain the precautionary measures for its use outlined by the manufacturer.

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All statements, technical information and recommendations contained herein are based on tests we believe to be reliable, but the accuracy or completeness thereof is not guaranteed, and the following is made in lieu of all warranties, or conditions express or implied. Seller's and manufacturer's only obligation shall be to replace such quantity of the product proved to be defective. Neither seller nor manufacturer shall be liable for any injury, loss or damage, direct, special or consequential, arising out of the use of or the inability to use the product. Before using, user shall determine the suitability of the product for his/her intended use, and user assumes all risk and liability whatsoever in connection therewith. Statements or recommendations not contained herein shall have no force or effect unless in an agreement signed by officers of seller and manufacturer.

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