

RETRO-REFLECTION by



JRC REFLEX[®]
REFLECTIVE TECHNOLOGY



[www. jrc-reflex.com](http://www.jrc-reflex.com) 2019 04 16 colours + white metal + black metal

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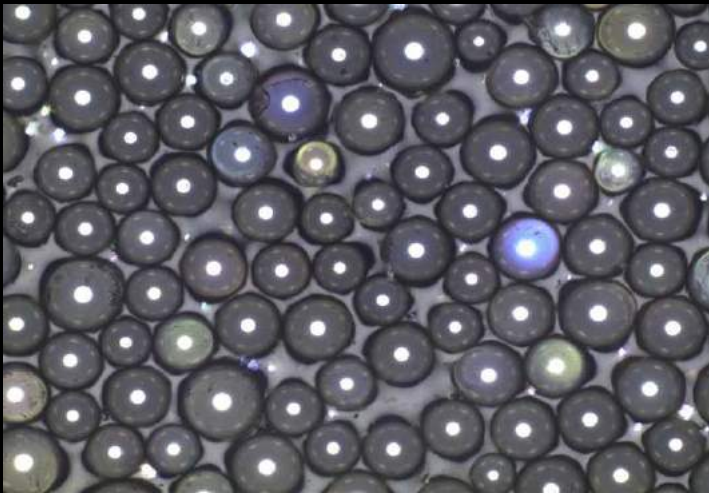
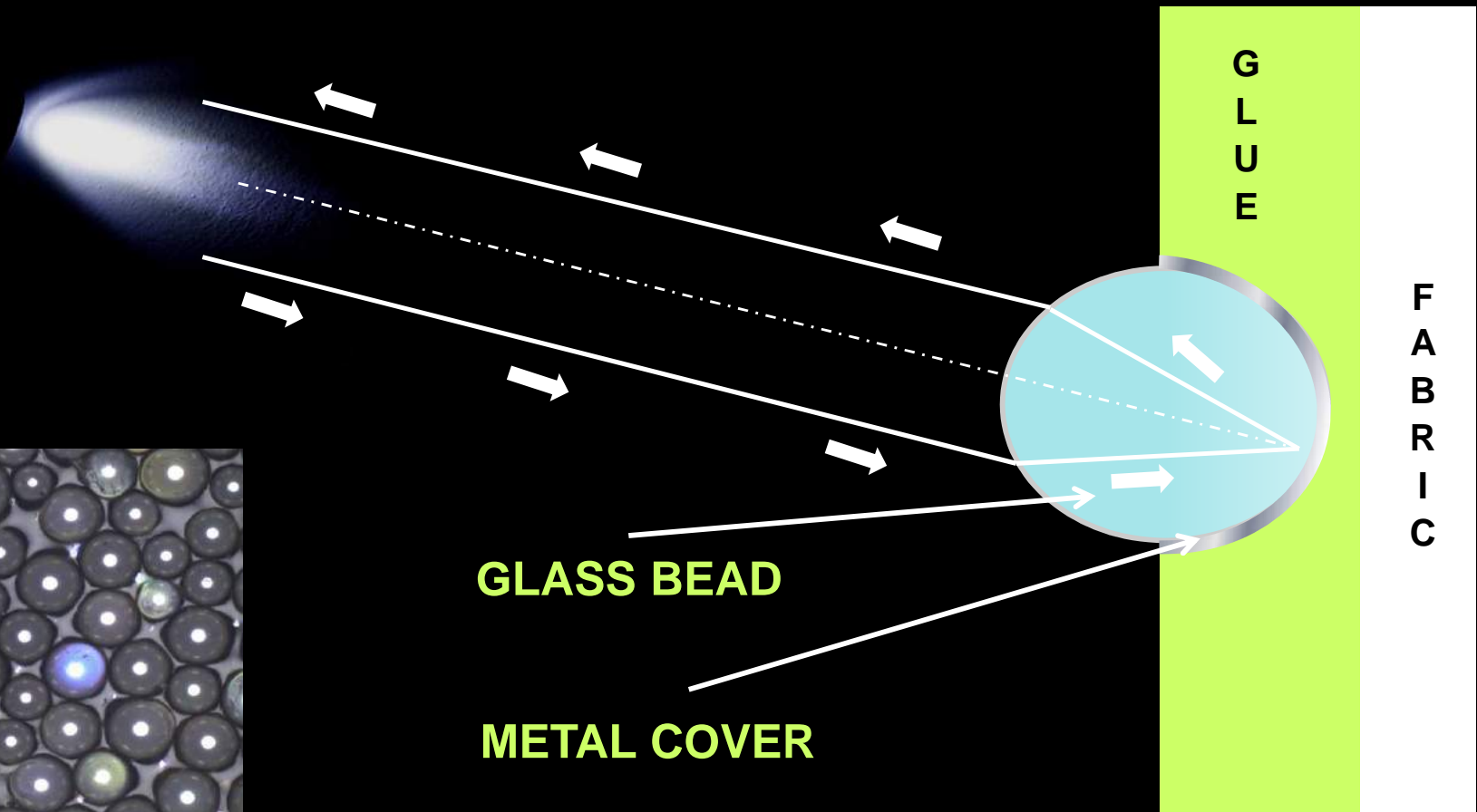
Retro-reflection is a term used to describe the amount of the light reflected from a retro reflective surface or material.

Retro-reflection is the same as REFLECTIVITY and also REFLECTANCE
The light is measured in Candela Lux per square meter. Retro-reflection at specified entrance angles and observation angles are an important part of specifications

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Microscope photo

Cross-section view

RETRO-REFLECTION by



JRCREFLEX[®]
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Without flash



Without flash



With a flash



With a flash



RETRO-REFLECTION by



JRC REFLEX®
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Retro-reflective WHITE METAL

WHITE IS NOT WHITE



Without flash



With a flash

RETRO-REFLECTION by



JRCREFLEX®
REFLECTIVE TECHNOLOGY

Retro-reflective BLACK METAL
BLACK IS NOT BLACK



Without flash



With a flash

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Performance Days – May 2019

JRC-REFLEX introduces dual-tone retro-reflection

Light-reflective specialist JRC-REFLEX is presenting two new product ranges at Performance Days this May. White Metal and Black Metal add a new design feature to retro-reflective materials by introducing the possibility of varying the color they will reflect when hit with light.

French-Italian retro-reflective materials manufacturer JRC-REFLEX has developed an innovative process that gives its products novel two-tonal variations. This new ranges expands on the palette of pastel colors the company launched in 2018.

“White Metal and Black Metal create a magical effect when reflecting light, and offers brands many new design possibilities,” says company CEO Céline Cugerone. The company has developed a dyeing method that enables the micro-bead embedded material to reflect a different color when a source of light is directed at it. The standard range pairs white or black with the pastel tones introduced last year, but the company can customize the color combination to a brand’s specific needs. Like all JRC-REFLEX products, these two new ranges are certified Oekotex Class 1.

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The White Metal range will have a white metallic aspect in its natural “non-activated” state but will reflect a predetermined color when a light is shown on the fabric. The Black Metal range, similarly, will be black when not submitted to a source of luminosity, and will shine in a different color in headlights. The glass bead-embedded materials are available in a stretch fabric for easy integration into activewear styles.

The company offers four pastel shades variants in the standard range, giving a colorful twist to its popular security fabric.

About JRC-REFLEX

JRC-REFLEX is a manufacturer of high-quality retro-reflective fabrics and trimming. Founded in 1988, the company is based in Romans, France. Its state-of-the-art factory is located in Bergamo, Italy.

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