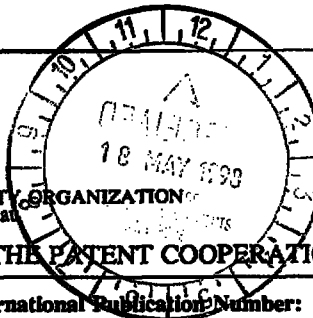


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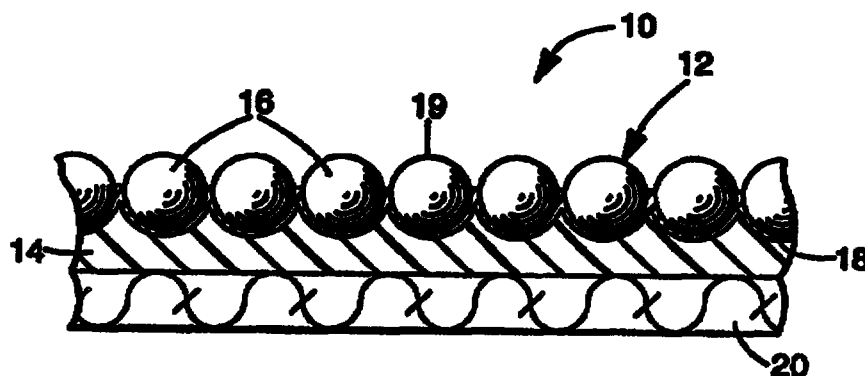
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(54) Title: RETROREFLECTIVE ARTICLE CONTAINING A POLYESTER POLYURETHANE BINDER LAYER



(57) Abstract

A retroreflective article (10) includes retroreflective elements (12) partially embedded in a binder layer (14) that comprises a polyester polyurethane polymer. The polyurethane polymer is a reaction product of (i) a polyester polyol that contains an aromatic nucleus and has at least two isocyanate groups bonded non-conjugatively to the aromatic nucleus, and (ii) a polyisocyanate. A retroreflective article that employs a binder layer of this kind demonstrates extraordinary laundering durability under stringent wash conditions.