

Lives are on the line worldwide.

For over a decade Clarion has chaired the U.S. delegation to the ISO committee in charge of safety labeling. We know what formats work internationally and can assist you in choosing what will best suit your intended markets — helping your company to expand sales globally.



30+ languages and counting.



MIT National Bulk Equipment

PRAB Bastian Material

VonGal Walgreens  
**Stober Drives**

Chantland MHS Kuka Robotics  
Intralox

FMC Technologies Cargill

Magnum Systems Eriez Magnetics

Siemens Heat & Control

Schenck Accurate Novellus  
Fanuc Robotics

General Electric ABB

Northrop Grumman Proctor & Gamble

Lockheed Martin Wultec

Whole Foods Market  
Goodyear U.S. Army Nike  
Key Technology

MAC Equipment Salina Vortex Valve

Toyota Verizon Wireless

10,000+ companies.  
180 industries worldwide.

When your machines heat, cut, compress, roll, pinch, extrude, seal and pack, potential hazards exist. A split second is all it takes for someone to put a hand where it doesn't belong... with tragic consequences. That's where your Clarion safety labels play their critical role: to warn, remind and alert. **To prevent accidents.**

Leading visual safety solutions around the world.



**Geoffrey Peckham** is the president and chief executive officer of Clarion Safety Systems. Since founding Clarion in 1989, the company has grown to become a major force in industry — improving safety and reducing risk for thousands of companies in hundreds of industries worldwide. For the past twenty years (and continuing on to the present), Geoffrey has served in leadership positions on the principle U.S. and international standards committees related to the advancement of visual safety communication. He leads numerous safety sign and label compliance initiatives for industries and corporations and frequently consults on the strategic

development of safety marking solutions. In addition, he often lectures at industry safety conferences, seminars and corporate functions at the request of various manufacturing, risk management, insurance and academic institutions.

**Geoffrey Peckham**

Chair, ANSI Z535.2 Standard for Environmental and Facility Safety Signs  
Chair, U.S. TAG to ISO/TC 145 Graphical Symbols

**PREFERRED PARTNER:**

Clarion holds the distinction of being one of only a handful of **3M Preferred Graphic Converters** in the United States — a status we occupy because we're at the top of our field. For over twenty years Clarion has partnered with 3M to offer our customers the finest materials for their signs and labels. We choose 3M for two primary reasons:

1. 3M's adhesives, base materials and overlaminates are the best in the world. They're not the cheapest: they're simply the best.
2. When it comes to safety, anything less is a compromise not worth the risk.



For more information please call (800) 748-0241 or visit [www.clarionsafety.com](http://www.clarionsafety.com)

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New ANSI/ISO Updates for Material Handling

SAFETY COMMUNICATION FOR GLOBAL MARKETS



Reducing Risk, Protecting People

## We define visual safety.

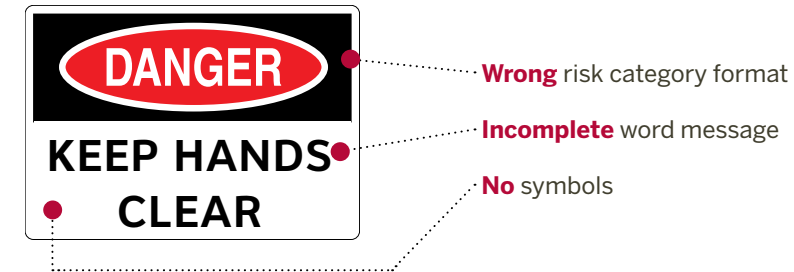
Clarion signs and labels protect the people who install, use and service your products. There's nothing more important.



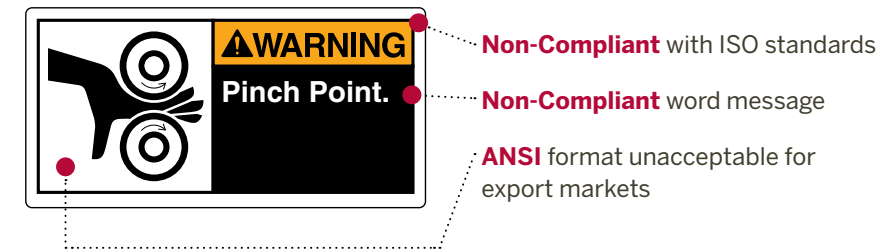
## Out with the old, in with the new.

**Not all warnings are created equal.** Compliance with current U.S. and ISO warnings standards is what counts — to improve safety, reduce product liability exposure, and meet your market requirements.

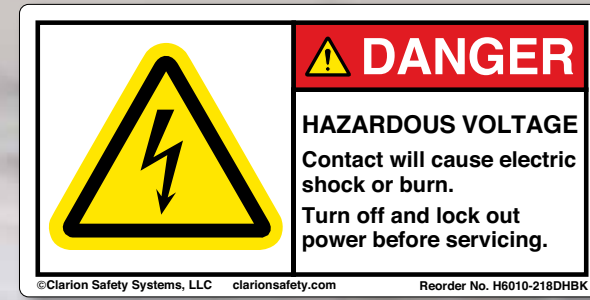
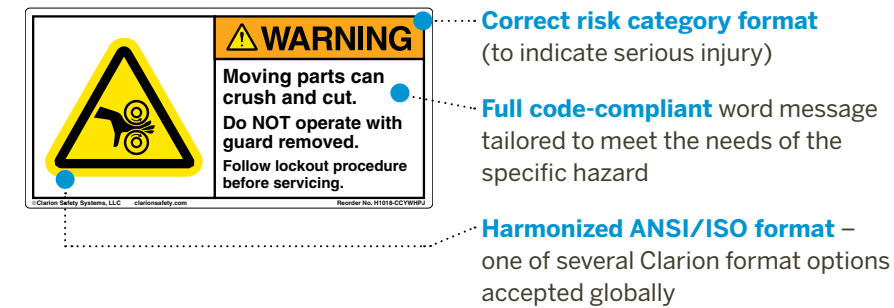
**Non-Compliant:** Ineffective Safety Label Format (circa 1941)



**Transitional Design:** ANSI Safety Label Format (circa 1991)



**Clarion Code Compliant:** Harmonized ANSI/ISO Safety Label Format (present)



## Proven competence.

Clarion's competitive advantage is our first-hand experience in 180+ industries. Put our expertise to work for your company to help reduce risk and protect people.

## The goal: Effective warnings.

Working with Clarion is a collaborative process. Your product design and safety engineers understand your product's potential hazards. We understand labeling standards and how safety is effectively communicated. Together we'll redefine your safety communication strategy so your equipment's labels comply with today's standards.

### 1. The Clarion Safety label audit

Before making any changes in your labeling, you need to know if there's something wrong. Clarion's audit experts will review your existing labels with you in accordance with the latest ANSI and ISO standards. The end result: you'll know where you stand with regards to compliance with current best practices.

### 2. Tailored to meet your needs

Based on the audit, Clarion's design team works with you to develop safety labels that comply with current standards and meet the demands of your marketplace. Our material specialists will define the optimum combination of durable materials so your safety labels effectively do their job to protect people (and your company) long into the future.

### 3. Finished signs and labels

After the design is complete, normal production time is a matter of days, not weeks. Having produced millions of custom-designed signs and labels, we know how to efficiently manufacture your order.

### 4. Rest Assured

You can trust that your safety signs and labels will be well made because Clarion is ISO 9001-2008 certified — and because we're one of only a handful of companies 3M has selected to be a Preferred Graphic Converter.