

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 Automated Packaging Systems
Winpak Lane Bosch Packaging
VonGal Oystar Jones Lantech

Martin Automatic Douglas Machine
Packaging Technologies Cargill
Magnum Systems

Siemens Kliklok Woodman
Fanuc Robotics Heat and Control
Thiele Technologies Novellus
General Electric Walgreens
Northrop Grumman Proctor & Gamble

Lockheed Martin Wultec
Hartness International
Goodyear U.S. Army Nike
Johnson Controls
Accraply-Stanford 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 the world in
visual safety solutions.



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

Clarion Safety Systems · 190 Old Milford Road, Milford, PA 18337
© Clarion Safety Systems LLC. All rights reserved.

New ANSI/ISO Labeling for
Packaging and Process
Equipment

SAFETY COMMUNICATION FOR GLOBAL MARKETS



 **Clarion**[®]
Reducing Risk, Protecting People

We define visual safety.

Clarion signs and labels protect the people who install, use and service your packaging and processing machinery. 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)

CAUTION

DO NOT OPERATE WITHOUT GUARDS IN PLACE

Wrong risk category format

Incomplete word message

No symbols

Transitional Design: ANSI Safety Label Format (circa 1991)

WARNING

Crush Hazard

Keep hands clear.

Non-Compliant with ISO standards

Incomplete word message

ANSI format unacceptable for export markets

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

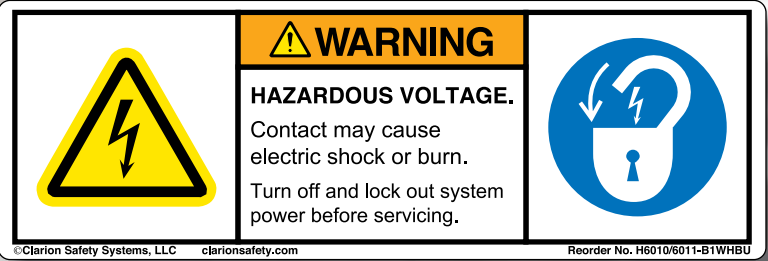
WARNING

Moving parts can crush and cut.
Do not operate with guard removed.
Follow lockout procedure before servicing.

Correct risk category format (to indicate serious injury)

Fully code-compliant word message tailored to meet the needs of the specific hazard

Harmonized ANSI/ISO format – one of several Clarion format options accepted globally



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 analysis

Before making any changes in your labeling, you need to know if there's something wrong. Clarion's 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.