

# Clarion Ushers in a New Era of Pool Safety.

New water safety signage demonstrates your commitment to helping prevent pool accidents.

Clarion's new ANSI/ISO compliant pool safety sign system redefines visual safety communication for the aquatic sports industry worldwide. Designed by the experts in the industry, Clarion's new pool safety sign system:

- Updates pool signage – the first in decades.
- Is designed around safety principles Clarion has successfully implemented for over 10,000 companies in more than 180 industries.
- Features the use of graphical symbols for immediate noticeability.
- Uses repetition of message to communicate the most important pool safety messages at various critical points.



# The Experts Behind the Clarion System.



**Geoffrey Peckham** chairs the American National Standards Institute's (ANSI) Standard for Environmental and Facility Safety Signs and has overseen critical updates for 2011. The new 2011 revision of the ANSI Z535.2 standard uses the latest risk assessment-based methodologies to define how best to warn about hazards involving potential injury or death and property damage. For the past 15 years, Peckham has chaired ANSI's U.S. technical advisory group to ISO/TC 145 (the international ISO standards committee responsible for global safety sign standardization). Mr. Peckham will be a featured speaker at the National Drowning Prevention Alliance's 2011 National Drowning Symposium in Colorado Springs, CO.



**Tom Griffiths, Ed.D.**, is a renowned aquatic safety expert. The founder of the Aquatic Safety Research Group, Griffiths served as the Director of Aquatics and Safety Officer for Athletics at Penn State University for nearly 25 years. He has been involved in all phases of aquatics and water safety for 30 years and has published over 300 articles and three books. In February 2005 and again in 2006, Griffiths was profiled by Aquatics International as one of "the 25 most powerful people in the world of aquatics – including superstar gold medalist Michael Phelps." Dr. Griffiths is a featured speaker at the World Drowning Conference, May 2011, in Vietnam.

# Yesterday's Warnings. Today's Loss.

OUT-OF-DATE POOL SAFETY SIGNS LEAD TO ACCIDENTS AND COSTLY LITIGATION



# Spine injuries. Death.

Tragedies associated with inadequate pool signs have become common — at a tremendous cost to victims, their families, and to pool owners.



[www.clarionwatersafety.com](http://www.clarionwatersafety.com)  
(800) 748-0241



# Pool Safety Signs

have not evolved in the last three decades... and this can mean the difference between safety and tragedy.



## The Culprit: In Plain Sight.

Nearly all pool safety signs in current use do not comply with today's standards-based best practices. Though hung in plain sight, the typical text-only pool safety sign goes unnoticed. Its ad hoc assortment of warnings do little to call attention to the messages that need to be heeded most in the pool environment to avoid possible tragedy.

## The Result: Crippling Injuries, Deaths, and Lawsuits.

### IMPROPER POOL MARKINGS

- \$5.2 million awarded to a young man who dove into the shallow end of a hotel swimming pool causing quadriplegia.
- \$3.8 million awarded to a 19-year-old's family after he died from injuries sustained in a hotel swimming pool accident.
- \$2.6 million settlement for a 17-year-old who suffered a broken neck and partial paralysis after diving into the shallow end of a hotel pool.

### NO WARNING FOR SHALLOW WATER BLACKOUT (HOLDING BREATH)

- An excellent swimmer and adventure sports enthusiast died while timing how long he could hold his breath at the bottom of a hotel pool.
- A physician died at a community pool while showing his son how to swim underwater for two lengths of the swimming pool.
- A swimmer died in a country club pool while showing his brothers how he could hold his breath while swimming underwater.

### NO LIFE VEST REQUIREMENTS

- \$24 million verdict awarded to the family of a three-year-old girl who suffered brain damage after she plunged into the deep end of a swimming pool and nearly drowned at an apartment complex.



## Brain Damage. Drowning. Paralysis.

Repeatedly, tragic accidents result from behaviors where: someone was holding his breath, a child was unattended, a non-swimmer was not wearing a life vest, or someone dives into a pool.

## The Clarion Pool Safety Signage Difference.

Clarion's pool safety sign systems use graphic images, color, language, and content to universally communicate the most serious water safety warnings like no other signage on the market today. Our signs are offered in English, Spanish and bilingual English/Spanish. And they are customizable in over 30 different languages.

In addition to traditional **No Lifeguard on Duty** and **No Diving** signs, these preventative warnings establish clear behavior expectations from pool guests:



### NO LONG BREATH HOLDING

Prolonged breath holding is a critical factor in many water-related deaths, causing blackouts and heart attacks that end in drowning. This Clarion sign notifies people of this unknown killer.



### PARENTS WATCH YOUR CHILDREN

Using the pool as a babysitter can end tragically. Leaving children unattended at swimming pools is a risk that no parent or guardian should take. Our sign reminds adults of this unacceptable risk.

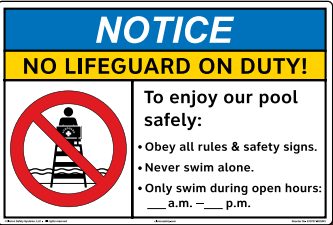


### NON-SWIMMERS SHOULD WEAR LIFE VESTS

If you have a life vest program, our sign tells people about it, helping to reduce the number of non-swimmer drownings that occur each year. Presently this number is approximately 4000!

Customizable No Lifeguard / Pool Hours sign

Clarion's hotel room desk placards bring pool safety to the forefront



## 1. Detailed Facility Audit Report

A Clarion professional visits your property(s) to identify what signage is appropriate, the frequency of message and its height, placement, installation, and viewing distance.\*

## 2. Comprehensive Pool Sign Package

Using the audit report as a guide, a sign package is tailored to your facility's specific requirements. The report is also an installation map for your maintenance team. Multi-location and franchise pricing is available.\* Clarion's sign systems are built to last and guaranteed weather and UV resistant for up to 5 years.

## 3. Annual Maintenance Review

A Clarion signage professional visits your location and notes any changes in sign conditions. Photo documentation is provided as a dated reference to property diligence. Clarion's 5-year signage replacement plan locks in current pricing for the future.\*\*

\*Multi-location and franchise pricing is available.

\*\*Replacement commitment guarantees that your facility receives either today's pricing or future discounted rates (whichever is less) at the 5-year anniversary. Shipping, handling and installation are not included.