Communicating Risk...Effectively

The goal of modern-day safety sign and label systems is to effectively communicate risk. People must be made aware of significant risks that cannot be designed out of products, processes, environments and facilities. Safety professionals understand that reducing risk to zero is impossible. So intelligent decisions need to be made concerning which risks must be communicated and how to do this effectively, so people can take the steps necessary to avoid harm. Awareness – that's the critical role safety signs and labels play in the risk mitigation process.

The problem is, not all safety signs and labels are created equal. The vast majority of safety signs and labels don’t use the latest standards-based best practices. Almost all the signs posted in environments and facilities in the U.S. today comply with 1941-era standards, standards that OSHA saw fit to use as references when they wrote their regulations in 1971 (find out how OSHA changed their safety sign regulations to allow the use of the latest best practices, and how Clarion led this OSHA regulations revision effort!). These formats are inadequate by today's standards. Product manufacturers, too, most often miss out on the ability to harmonize their safety label designs with international standards – standards that emphasize the need to convey safety messages across language barriers.

In comparison, Clarion signs and labels utilize the latest ANSI and ISO design principles, principles that we helped to write and match up perfectly with today’s risk reduction methodologies. What's more, we know our work is effective. How? With over 50 million of our intelligently designed safety signs and labels installed over the past 25 years and zero lawsuits brought against our customers for “failure to warn” or “inadequate warnings,” we can make this claim.

Call Clarion today to learn how your company can more effectively communicate risk. We look forward to being of service!