

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 Fortress Technologies  
Intralox Oliver  
Stober Drives MAC Equipment  
Revent

Smith's Detection Hobart/Baxter  
John Bean Technologies AMF Canada  
Cargill  
Magnum Systems Mettler Toledo  
Siemens Heat & Control

Lee Industries Peerless Group  
General Electric ITW  
Northrop Grumman Proctor & Gamble

Lockheed Martin Unifiller  
Whole Foods Market  
Goodyear U.S. Army Nike  
Key Technology  
Sandvik Process Systems Stewart Systems  
Toyota Verizon Wireless

10,000+ companies.  
180 industries worldwide.

When your machines cut, chop, sort, compress, roll, pinch, 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](http://www.clarionsafety.com)

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New ANSI/ISO Labeling Updates for  
Food Processing Equipment

SAFETY COMMUNICATION FOR GLOBAL MARKETS





We define visual safety.

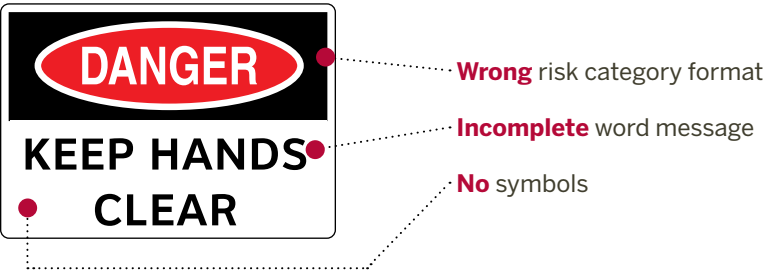
Clarion signs and labels protect the people who install, use and service your machinery. There's nothing more important.



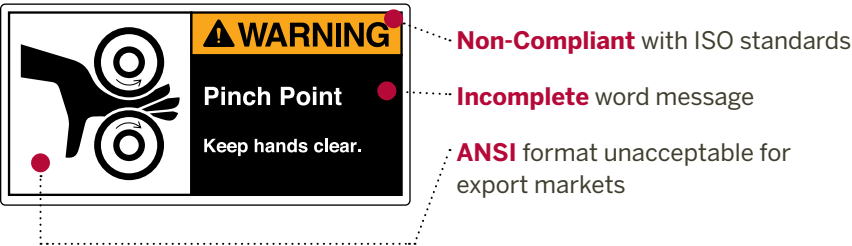
Out with the old, in with the new.

**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.

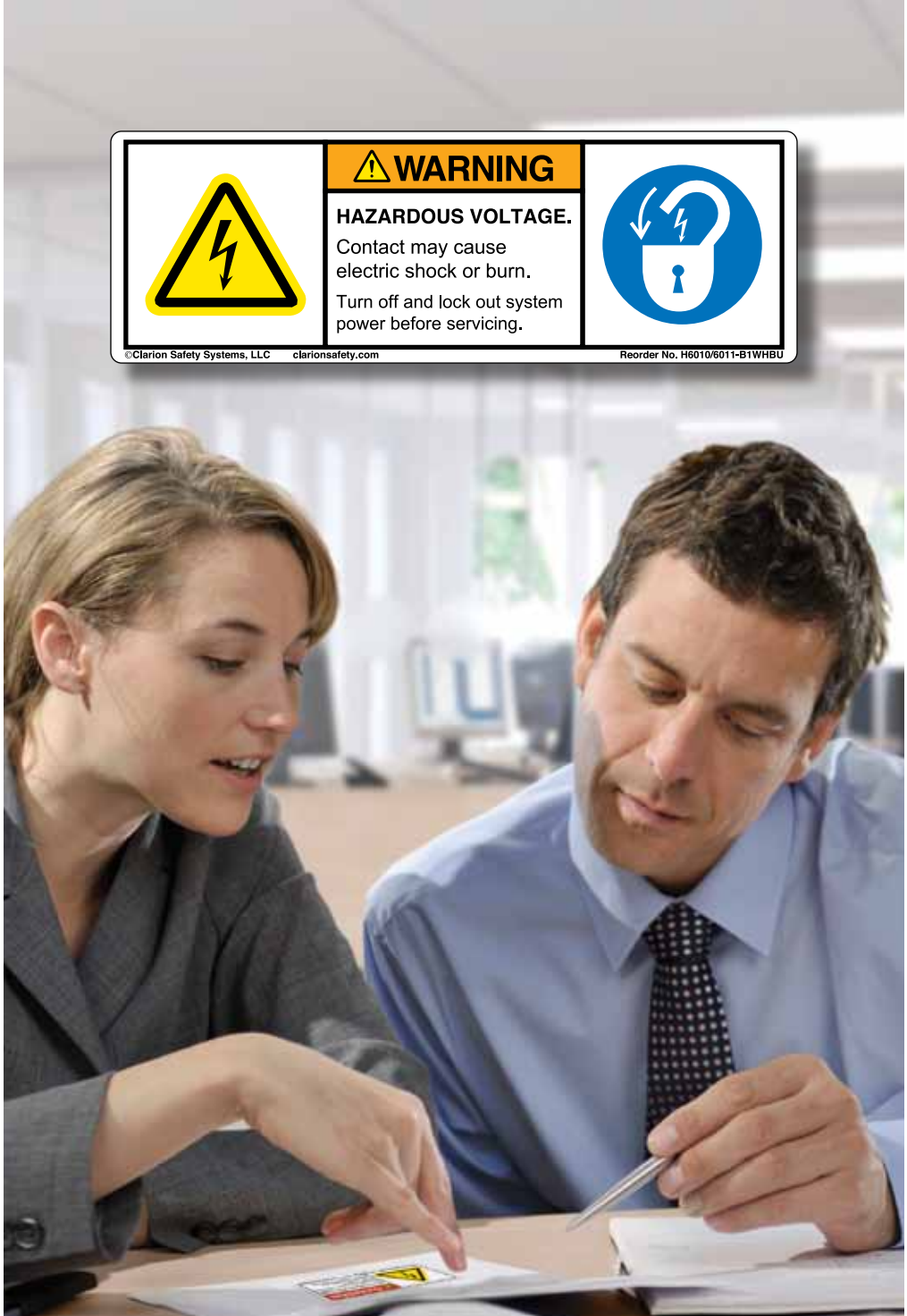
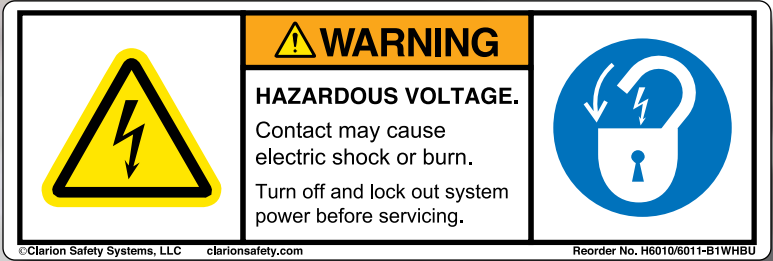
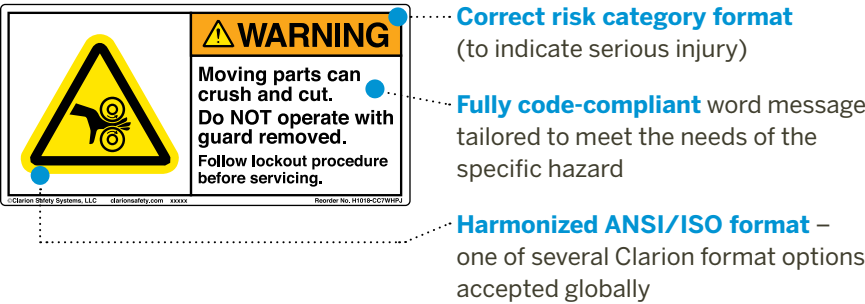
**Non-Compliant:** Ineffective Safety Label Format (circa 1941)



**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 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.