



ClarionAccess Overview

- ClarionAccess is a **platform/tool** that provides one central location for safety resources and nearly unlimited information related to your products.
- It **empowers OEMs** so they can bridge the gap between their **products** and their **end user's needs** – all while **bolstering safety and reducing liability risk**.
- Clarion Safety's number one priority is protecting people – and also helping companies meet their liability/compliance and business objectives. This is how we arrived at ClarionAccess – from working with OEMs and understanding their need for standards-based warnings as well as solutions for improved business efficiency/customer relationships. ClarionAccess connects the dots between safety and product information, between OEMs and end users.

Campaign Overview + Assets/Sales Tools

- We're offering ClarionAccess to existing customers and prospects on a strategic basis through Clarion Safety's inside sales team and our manufacturing rep partners.
- The main goal: introduce ClarionAccess, pique interest, and **schedule a demo call** with our team and the relevant parties/stakeholders at their organization.
- The following assets/sales tools are available:
 - **Benefits/Pitch Messaging, Email Template, Talking Points/FAQ** (within this internal document)
 - **Landing page, with introductory video:** <https://www.clarionsafety.com/clarionaccess/>
 - **Sell sheet PDF** with an overview of the platform and benefits
 - **Diagram PDF** showing a snapshot of components of the platform

Primary Benefits

1) Increased safety/reduced liability risk

Increase end user safety and guard against warnings-based allegations with custom-developed safety resources tailored to the product at hand and complementing your on-product warnings. That includes a symbol library and video training for equipment operators with custom quizzing and certificates of completion.

2) Improved operational efficiency/communication

Boost operational efficiency with one central hub – one central, digital space that marketing, technical or customer service teams can point to – for all of your equipment-related documents such as manuals, brochures and spec sheets, maintenance logs, product registration, certifications, warranties and more. Plus, view usage reports related to the platform for liability-related documentation purposes and to make improvements based on end user needs.

3) Improved product support/customer satisfaction

Improve customer experience and satisfaction with easy access to all of the information needed about the product – from safety to service to accessories. Use alerts to communicate crucial updates, like those related to documentation, recalls or replacement components, as well as for marketing purposes.

The Pitch

- At Clarion Safety, our mission is simple: protecting people from harm while reducing business risk for our customers. We've spent the past 30 years working with companies like yours, identifying better ways to warn. Now, we're bringing our solutions to the next level with a new tool: ClarionAccess.
- ClarionAccess empowers today's OEM's by bridging the gap between the product and end user's needs – ultimately driving safer products and reducing liability risk. Here's how it works: in addition to your on-product warnings, we provide a "smart" QR code label to apply to your product. Scanning that label gives your end user 24/7 access to a platform with enhanced safety training and product resources – all in one central location.

Email Template

The labels you order are only one small piece of the puzzle when it comes to the compliance, safety, marketing and use of your product.

That's why the team at Clarion Safety has developed a new technology solution that can help you improve safety on a broader scale and add an extra level of support for your end users.

They're offering this platform, called ClarionAccess, to a few select customers at a special, introductory rate. I'm confident this is a good fit for [Company Name] to improve efficiency and differentiate you from competitors – all while reducing liability risk.

Here's how ClarionAccess works: Clarion Safety provides you with a "smart" QR code label to apply to your product. Scanning that label gives your end user 24/7 access to a platform with safety resources (that Clarion Safety creates) and documentation related to your product (manuals, compliance certifications, ordering information, and more) – all in one central location.

To get a better understanding of how this may be a fit for your products, view a 1-minute video introducing ClarionAccess here: <https://www.clarionsafety.com/clarionaccess/>.

Would you and your team like to hear more?

Focus Points by Stakeholder/Persona

Engineers (OEM)	Executive/C-Suite (OEM)	Marketing (OEM)
Ensure use of best practice, effective on-product warnings	Cost-savings related to label use	Improved communication with end user with easy access to product resources and marketing materials
Increased safety/decreased liability risk with supplemental training related to on-product warnings at the end user level	Reducing costs from an operational standpoint	Improved product support/maintenance with access to ordering information, recalls, etc.
Receive notification of standards or best practice-related recommendations for your warnings	Increased safety/decreased liability risk	Differentiation from competitors/competitive advantage
Improved product support/maintenance with access to ordering information, recalls, etc.	Reducing risk of accidents, which can hurt brand reputation and result in costly lawsuits	Cost-savings related to document printing
Improved product efficiency with access to all documents in one central location	Reducing cost of support	

Purchasing (OEM)	Liability/Compliance (OEM)	End User
Cost-savings related to label assessments	Increased safety/decreased liability risk with supplemental training at the end user level	Reinforce safety with enhanced training and worker certification - reducing the risk of injuries and liability risk if an accident does occur
Efficiency related to label assessments	Ensure use of best practice, effective warnings	Increase efficiency with manuals/training available at the scan of a QR code
Consolidation	Better documentation of product/compliance information	Improve info accessibility with a user-friendly platform that has all details related to your products in multiple languages, 24/7
	Certification to use equipment	Document trainings and certificate of completion for better liability protection
		Access crucial updates and links related to products from software updates to cleaning/maintenance or recalls

Reducing Risk, Protecting People

Areas of the Platform

- **Explanation of symbols**
 - **What it is:** Symbol/label library personalized to your on-product warnings. Each symbol used in your warnings is highlighted, and more information on its meaning is provided.
 - **Why it's important:** Enhanced training on symbols complements on-product warnings and provides a greater depth of understanding. Demonstrates OEM's commitment to keep end users safe - and supports a positive liability position in the event of an accident.
- **Safety training**
 - **What it is:** Product-specific safety training to help reduce liability with certificates of completion and custom quizzing
 - **Why it's important:** Enhanced training complements on-product warnings and provides a greater depth of understanding. Demonstrates OEM's commitment to keep end users safe - and supports a positive liability position in the event of an accident.
- **Product manuals**
 - **What it is:** A section of the platform to house information related to technical manuals, service manuals, and more.
 - **Why it's important:** Boost operational efficiency and save printing costs with easy, online access to all manuals. Enhance user experience and reduce 'trouble-shooting' time when access to manuals is needed.
- **Servicing and parts**
 - **What it is:** A section of the platform to house information related to: servicing/technical/maintenance manuals, replacement parts, accessories, cleaning supplies, sales contact information, etc.
 - **Why it's important:** Central access point for immediate ordering of parts, accessories and supplies. Supports end user satisfaction and reduced machine downtime. Supports MRO and consumables procurement, leading to increased revenue.
- **Product documents**
 - **What it is:** A section of the platform to house any and all product information including: warranties, compliance/certification information, RoHS, Reach, UL, etc.
 - **Why it's important:** Central access point for all information related to the product. Supports end user experience and customer satisfaction by proactively meeting their needs. Increases efficiency and communication between OEM and end user.
- **Admin capabilities**
 - **What it is:** OEM can notify end user of important messages like recalls, documentation/product updates, or marketing-related messaging. OEM can access usage reports of the platform. End user can access reports and receive certification of completed training
 - **Why it's important:** OEM can track/understand how end user interacts with platform in order to document from a liability perspective and to improve the platform based on its

use. Increases efficiency and leads to cost-savings by immediately and directly communicating with the end user on critical product updates. The end user can track/document employee training to support safety and reduce liability risk. Feature for the OEM to highlight with end user, as a way to proactively meet their needs

Platform Packages + Customization Opportunities

There are two ClarionAccess packages available: Basic and Custom.

Basic Package

This package is designed for up to 5 equipment models, but additional models can be added.

1. Explanation of symbols
2. Product-specific safety training with certificates of completion and custom quizzing
3. Access to up to 10 product documents (manual, certifications, etc.)
4. Admin capabilities

Custom Package

Includes all elements of the Basic Package, plus the following options on an à la carte basis:

1. Additional product documents (when 10+ links/PDFs are needed)
2. Multi-lingual platform
3. Custom training (videos or multi-media training), with certificates of completion and custom quizzing
4. Safety manual consultation
5. Risk assessment consultation

Customization Details

- **Additional Product Documents**
 - **What it is:** The Basic Package allows for access to up to 10 product documents. When more are needed, we can customize the platform to make that possible.
 - **Why it's important:** Allows OEM to have as many product documents as needed to support their product and provide the best experience for the end user.
- **Multi-Lingual Platform**
 - **What it is:** Translate the user interface of the ClarionAccess platform to other languages including Spanish, French, German, Portuguese, or Italian.
 - **Why it's important:** Improve safety communication with the audience at hand
- **Custom Training**
 - **What it is:** The Clarion Safety team creates custom safety trainings including videos or multi-media training related to the product (LOTO, cleaning, maintenance, installation, machine safety operating procedures, etc.)
 - **Why it's important:** Showcase safety elements such as how to operate the machine safely, lockout/tagout procedures, and other safety related procedures.

- **Safety Manual Consultation**
 - **What it is:** The Clarion Safety team will provide best practices on creating safety manuals, including manual development.
 - **Why it's important:** Improve safety communication with best practice manuals and ensure consistency between manual and on-product warnings.
- **Risk Assessment Consultation**
 - **What it is:** The Clarion Safety team will provide best practices for risk assessment, including conducting the assessment and providing resulting documentation.
 - **Why it's important:** Ensure risks have been properly assessed, eliminated, guarded against or warned about, for the best safety and liability position.

Pricing

Basic Package Pricing

The Basic Package is available at a cost of \$1,600, with an annual hosting/platform maintenance fee of \$300. This package is designed for up to 5 equipment models; additional models can be added at a cost of \$300 per model.

Custom Package Pricing

Additional charges are quoted per the type of customization. The following are estimates by area of customization:

- **Multi-Lingual Platform:** \$300 per language
- **Custom Training:** \$500-\$1,000 per type
- **Safety Manual and Risk Assessment Consultations:** prices are quoted based on scope of work

Special Introductory Pricing/Offers

- We'll be flexible with pricing in the early stages of this new platform launch.
 - **Main introductory offer for all customers:** FREE Basic Package for one equipment model (no initial charge or annual fee)
 - **For customers with \$25K+ in annual label business with us:** FREE Basic Package for up to 5 equipment models. (If the customer has 5+ machines, charges apply or they can increase label business with us.)

Basic FAQs

- **How much does the platform cost?**

We'll provide a quote once we know more about your specifications, but know that we'll offer the platform to you at a special, introductory rate. As we're in the early stages of launching ClarionAccess and hope to have a diverse range of companies taking advantage of it, we're committed to being flexible with pricing for the short term. Please also know that as the volume

of your annual label business with Clarion Safety increases, I can offer you deeper discounts. In the meantime, I can share these pricing guidelines:

- The Basic Package is available at a one-time cost of \$1,600, with an annual hosting/platform maintenance fee of \$300. This package is designed for up to 5 equipment models; additional models can be added at a cost of \$300 per model.
- **What are the differences between the Basic and Customized packages for the platform?**
The Basic package offers an explanation of symbols, safety training with certificates of completion and custom quizzing, access to up to 10 documents/links (manual, certifications, etc.), and admin capabilities (usage reports, ability to notify user of updates, recalls, etc.). With the Custom package, you can update the platform with functionality like additional custom safety training and translations – or take advantage of complementary services related to risk assessments and manuals.
- **What types of product information can I make available through the platform?**
The types of product information and documentation you can make available is almost unlimited, as long as it can be provided through a document (PDF) or URL. For other special requests, let us know what you have in mind and we're happy to work together to give you feedback.
- **What do I do if I don't have URLs available for my product information?**
With ClarionAccess, you can provide us with URLs to your product information if it's available online, but you can also simply provide a PDF. Your end user can access the information in whichever form you provide.
- **I'm worried about security and who can access my platform. What measures are in place?**
Please know that your ClarionAccess platform is securely hosted. If you'd like us to put additional restrictions in place, like password protection, please let us know and we can discuss options.