



**PRESS RELEASE  
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**EFFECTIVE SAFETY LABELING FOR THE FEED INDUSTRY DISCUSSED IN CLARION SAFETY SYSTEM'S NEW AFIA JOURNAL ARTICLE**

***New article by Clarion Safety Systems in the American Feed Industry Association's (AFIA) Fall 2015 Journal provides guidance on safety label best practices***

**Milford, PA – November 24, 2015 –** [Clarion Safety Systems](#), a leading designer and manufacturer of [safety signs](#) and [safety labels](#), has been featured in the American Feed Industry Association's (AFIA) latest *AFIA Journal*.

AFIA, the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers, publishes its biannual *Journal* featuring up-to-date organization, industry and government information.

In the Fall 2015 issue, Clarion's CEO, Geoffrey Peckham, contributes a [featured column](#) on safety labeling for the feed industry, "Effective Safety Labeling: Using the Development and Harmonization of the U.S. (ANSI Z535.4) and International (ISO-3864-2) Standards to Your Advantage."

"Effective warning labels are especially critical in the feed and grain industry where interaction between people and machinery is frequent, making the potential for injury possible," says Geoffrey Peckham. "Over the past two decades, the ANSI and ISO product safety label standards have evolved, enabling the creation of a new set of best practice equipment safety labels for the feed industry."

Peckham serves as chair of both the ANSI Z535 Committee for Safety Signs and Colors and the U.S. Technical Advisory Group to ISO Technical Committee 145 – Graphical Symbols. His credentials also include being selected as a member of the U.S. TAG to ISO/PC 283, an ISO committee writing a new standard, ISO 45001 Occupational Health and Safety Management Systems, which will, when finished, define global best practices for workplace safety. In addition, he is an active member of many industry-specific standards committees related to safety signs and labels for buildings, ships, machinery and products.

In the article, he discusses the publication of *ANSI Z535.4 Standard for Product Safety Signs and Labels* and the development and harmonization of *ISO 3864-2 Graphical symbols – Safety colours and safety signs – Part 2: Design principles for product safety labels*.

"When intelligently used today, in combination with the latest risk assessment methodologies, the ANSI and ISO product safety label standards give manufacturers the ability to better communicate safety

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information, meet their legal duty to warn, and comply with export requirements so their products can be sold worldwide.”

He goes on to explain how today’s best practice ANSI and ISO standards have allowed Clarion and AFIA to develop a new set of labels that convey specific content for common potential hazards found in the feed industry.

Clarion is a longstanding [industry partner](#) of AFIA. The organization utilized Clarion’s standards expertise, practical experience and industry leadership to create state-of-the-art safety labels for the feed industry beginning in 2008. The AFIA/Clarion label program gives AFIA members access to a catalog of labels designed specifically for their needs.

To learn more about the latest developments in product safety labeling, visit Clarion’s online safety sign and product safety label [Learning Center](#) and [video library](#).

## **ABOUT AFIA**

The American Feed Industry Association, based in Arlington, VA, is the world’s largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. Founded in 1909 as the American Feed Manufacturers Association, the name changed to AFIA in 1985 to recognize the importance of all types of companies involved in the feed manufacturing industry—from commercial and integrated feed manufacturers, to ingredient suppliers, pet food manufacturers and equipment manufacturers. AFIA is also the recognized leader on international industry developments and holds membership in the International Feed Industry Federation.

## **ABOUT CLARION SAFETY SYSTEMS**

Clarion Safety Systems, LLC, is the leading designer and manufacturer of visual safety solutions that help customers in more than 180 industries worldwide to make their products and premises safer. Clarion offers a full range of standard and custom products including machinery safety labels, environmental and facility safety signs, pipe and valve identification markings, lockout/tagout products, and safety-grade photoluminescent egress path-marking escape systems. Founded in 1990, the company continues to play a leading role in the development and writing of international and national standards for safety signs, labels, and markings. Clarion is headquartered at 190 Old Milford Road in Milford, PA, 18337, and online at [www.clarionsafety.com](http://www.clarionsafety.com).

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