



**PRESS RELEASE  
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## **CLARION SAFETY SYSTEMS RELEASES VIDEO ON ANSI STANDARDS FOR SAFETY SIGNS AND LABELS**

***Educational video from Clarion Safety Systems explains how the American National Standards Institute (ANSI) Z535 standards use colors and signal words to convey severity levels on safety signs, labels, tags and markings***

**Milford, PA – June 30, 2014 –** [Clarion Safety Systems](#), a leading designer and manufacturer of [safety signs](#) and [safety labels](#), has produced a video on how the American National Standards Institute (ANSI) Z535 standards use colors and signal words to convey severity levels on safety signs, labels and tags. The piece is part of a series of short, educational videos designed to serve as a resource in promoting a better understanding of current best practices in the design of product safety labels and facility safety sign systems.

Properly crafting the elements of safety signs and labels is important. The goal is to effectively communicate safety. The latest editions of the U.S. and international standards in this field represent the latest warnings technology; this is technology that can be used by companies to better reduce risk, protect people and reduce liability exposure by fulfilling an organization's legal duty to warn. In the U.S., ANSI has established a set of standards – the ANSI Z535 standards – that provide those who design and use warnings with guidance in content considerations and the proper use of symbols, colors, formats and word messages – all to achieve a national, uniform system of hazard recognition so people are less likely to be injured.

In its 3-minute video, “[ANSI Standards in Safety Signs and Labels](#),” Clarion explains ANSI Z535’s vocabulary of signal words and colors, including what they mean and how they are intended to be used. Honed over the past 25 years, the ANSI Z535 standards have gained wide adoption and are acknowledged by U.S. courts as representing the state-of-the-art when it comes to communicating safety on signs, labels, tags and in manuals.

The video is narrated by Geoffrey Peckham, Clarion CEO and 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.

“Think about the signs you see on a daily basis – from advertisements on billboards to bulletin boards at work to wayfinding in public places. Safety needs to stand out,” says Peckham. “Standardization and consistency in safety messages are essential. When it comes to DANGER, WARNING and CAUTION signs and labels, the goal is to provide people with an understanding of a potential hazard and how to avoid

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that hazard so they have the information they need to make good decisions to avoid accidental injury or death. It's an incredibly important task to use these standards well, to create product safety labels and facility safety signs that save lives from tragedy. This video series is meant to help viewers understand the basic concepts behind the ANSI Z535 standards so they can better achieve this objective.”

The video is available through the Clarion website’s [video library](#) as well as through the company’s [YouTube channel](#).

Additional, up-to-date information covering a wide range of topics related to effective safety signs and labels can be found in Clarion’s online safety sign and safety label [Learning Center](#).

#### **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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