PRESS RELEASE
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CLARION SAFETY SYSTEMS RELEASES VIDEO ON THE STANDARDIZATION OF GRAPHICAL SYMBOLS

Educational Video Explains the Importance of Standardized Graphical Symbols in Creating a Global Language of Safety to Keep People Safe from Harm, and How the Process of Standardization Occurs Within the International Organization for Standardization (ISO)

Milford, PA – December 17, 2013 – Clarion Safety Systems, a leading designer and manufacturer of safety signs and labels, has produced a video exploring standardized graphical symbols and their critical role in developing effective safety sign systems that communicate across language barriers. The piece is part of a series of short, educational Clarion videos designed to serve as a resource in promoting a better understanding of current best practices in product safety labeling and workplace safety signs, labels, tags and markings.

In the 10-minute video, "*The Case for the Standardization of Graphical Symbols,*" world-leading experts in the field explain why standardization is key in achieving a universal understanding of graphical symbols, how the process of standardization occurs within the International Organization for Standardization (ISO), and how this process is creating a new global language – independent of words – that helps to keep people safe from harm.

The video is narrated by Geoffrey Peckham, CEO of Clarion Safety Systems and chairman of the U.S. Technical Advisory Group to the international standards related to graphical symbols. This is ISO Technical Committee 145 (ISO/TC 145) – Graphical Symbols, the international committee charged with standardizing symbols for use in communicating safety, public information, and the function/control of equipment. ISO/TC 145 recognized Peckham's work on the video in a plenary session meeting earlier this year in Stockholm, Sweden, and noted ISO's plans for the video as a promotional and educational tool.

In the video, Peckham takes the audience through a behind-the-scenes look into the process of symbol standardization shown from the perspective of today's most prominent minds in the field. Set at the Delft University of Technology in the Netherlands, Peckham documents parts of an ISO/TC 145 committee meeting and interviews several key ISO/TC 145 leaders and members. The video features commentary by:

- Barry Gray, chairman of ISO/TC 145
- Jeremy Foster, UK delegate to ISO/TC 145 and chairman of ISO/TC 145 SC1 Public Information Symbols

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- Keiichi Koyama, member of ISO/TC 145
- Annica Nordegren, expert from the Swedish Standards Institute (SIS/TK 493)
- Chuck Crowell, member of ISO/TC 145 and International Standards and Regulation Manager, Caterpillar, Inc.
- Yuji Nakamura, chairman of the Japanese ISO Graphical Symbols (TC 145) committee

Viewers see examples of the importance of standardized symbols in line with the increased growth of international travel and trade. This includes times of crisis communication (such as the 2011 tsunami in Japan), for information that needs to be communicated on a daily basis in public areas (such as at airports), and in product safety (such as labels that are placed on equipment). In order for symbols to be recognized instantaneously when trying to communicate messages, precision and consistency are key. The goal is more successful communication, resulting in both decreased costs and decreased accidents.

"For global standardization to occur, nations must understand its value and voluntarily adopt the ISO standards," says Peckham, who has more than two decades of experience in actively advancing visual safety communication, and also serves as chair of the ANSI Z535 Committee for Safety Signs and Colors and member of the U.S. Technical Advisory Group to ISO Project Committee 283 – Occupational Health and Safety Management Systems.

"The world is connected, and it has been exciting to see the adoption of the ISO standards. If you're looking to develop effective sign systems that communicate across language barriers, use standardized graphical symbols. Keep people safe and aware of their surroundings."

The video is available through the Clarion website's video library as well as through the company's YouTube channel.

Additional information about 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.

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