



**PRESS RELEASE  
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**PRODUCT SAFETY LABEL GUIDANCE ON STATIC ELECTRICITY SYMBOLS FROM CLARION SAFETY SYSTEMS FEATURED IN *IN COMPLIANCE MAGAZINE***

*Clarion Safety Systems' CEO Geoffrey Peckham has been featured in the latest issue of In Compliance Magazine, a leading resource for electrical engineering professionals, providing expertise on static electricity symbols used in product safety labels*

**Milford, PA – April 9, 2015** – [Clarion Safety Systems](#), a leading designer and manufacturer of safety signs and safety labels, has been featured in the latest issue of *In Compliance Magazine*, a leading source for news, information and resources for electrical engineering professionals.

*In Compliance* delivers the latest news, standards updates, technical explanations and guidance, as a resource for engineers to turn to for education, information and inspiration.

Geoffrey Peckham, CEO of Clarion Safety Systems, authored the “On Your Mark” column, published in the April 2015 edition of [In Compliance Magazine](#). The article explores providing notice to workers for protecting electrostatic discharge (ESD) sensitive devices from damage, and the standards, symbols and label formats involved in ESD.

The article is the second piece in a four-part series focusing on safety symbols used on product safety labels and how they have changed over time to become more universally recognizable. “[On Your Mark](#)” is a regular column that discusses the latest best practices in labeling and how graphical symbols are used to more effectively convey safety messages.

“While in the U.S., adherence to ESD labeling standards is voluntary, choosing to use the right international symbols on labels can help to assure consistency among products, promote a quick understanding of the label’s meaning and meet global best practice requirements,” says Peckham.

The article discusses the best practice ANSI standards for ESD symbol design and control program development, as well as the ESD sensitivity symbol, protective symbol and common ground point symbol.

“The ultimate goal is to help product engineers choose ESD label and symbol designs to fit their applications – for more effective communication to create safer products.”

Peckham's credentials include currently serving 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.

To learn more about the latest developments in product safety labeling, visit Clarion's website or watch its short, educational video on "[Effective Safety Symbols, Signs and Labels.](#)"

Additional up-to-date information covering a wide range of topics related to a manufacturer's duty to warn and the latest standards-based best practices can be found in Clarion's online safety sign and product 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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