



**PRESS RELEASE  
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**NEMA PUBLICATION FEATURES INSIGHT FROM CLARION SAFETY SYSTEMS ON EFFECTIVE PRODUCT SAFETY LABELS**

***Product safety label expertise from Clarion Safety Systems' CEO Geoffrey Peckham has been featured in NEMA's eiXtra bi-weekly newsletter***

**Milford, PA – August 25, 2015 –** [Clarion Safety Systems](#), a leading designer and manufacturer of safety signs and safety labels, has been featured in the National Electrical Manufacturers Association's (NEMA) newsletter, *eiXtra*, with an article, "*Effective Product Safety Labels: Your Guide to Content.*"

The *eiXtra* e-newsletter provides electroindustry professionals with manufacturer, regulatory, and standardization news. The publication is a bi-monthly email newsletter that supplements *ei*, NEMA's monthly print magazine.

Geoffrey Peckham, CEO of Clarion Safety Systems, contributed this [featured guest column](#) to the newsletter regarding safety labeling for product and electrical equipment manufacturers and how labels can be used to effectively convey safety messages. The article explores one of the key elements to consider: content. Product safety label content includes the symbols and text used in a label. This content communicates information that protects both people from harm and companies from liability litigation.

The article discusses the ANSI Z535.4 standard, the visual elements it specifies to include (signal word, symbol(s) and word message), instances where certain information may be omitted, and how complete content drives compliance with safety messages.

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. He has also been 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.

"When it comes to creating the content for your safety labels, you have several options to choose from and a number of aspects to consider," says Peckham. "Amid all of these choices, remember: using the latest standards and best practices in considering the elements of your label means that clear and concise messaging is possible – as well as visual consistency – which ultimately should help your safety labels to be more easily seen and understood."

**Reducing Risk, Protecting People**

In the past, Peckham has contributed to NEMA's [ei print magazine](#), as well as to its [NEMAcast podcast program](#).

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).

#### **ABOUT NEMA**

The National Electrical Manufacturers Association (NEMA) is the association of electrical equipment and medical imaging manufacturers. Founded in 1926 and headquartered in Rosslyn, Virginia, its 400-plus member companies manufacture a diverse set of products used in the generation, transmission, distribution, and end use of electricity as well as medical diagnostic imaging.

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