



**PRESS RELEASE
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PRODUCT SAFETY LABEL GUIDANCE FROM CLARION SAFETY SYSTEMS FEATURED IN NEMA PUBLICATION

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

Milford, PA – November 11, 2014 – [Clarion Safety Systems](#), a leading designer and manufacturer of safety signs and safety labels, has been featured in the latest issue of the National Electrical Manufacturers Association's (NEMA) newsletter, *eiXtra*.

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 a [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 the goal of safety labels, defining types of labels to fit specific needs and best practices for label designs that are in compliance with the latest national and international standards.

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.

"A critical part of the overall safety of your products and equipment is their safety labels," says Peckham. "But, achieving your goal of designing the most effective safety labels can be a complex task. It's also one that is never completely finished; you must periodically reevaluate your labels in light of changes to the standards, new symbols that have become codified, and the latest available product safety and accident information related to your product and its industry."

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.

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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