



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

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**CLARION SAFETY SYSTEMS PARTNERS WITH NATIONAL DROWNING PREVENTION ALLIANCE TO PROMOTE WATER SAFETY THROUGH NEW “SEAL OF SAFER POOL PRACTICES” PROGRAM**

*Clarion recognized by NDPA as recommended pool safety sign provider for “Seal of Safer Pool Practices” program, providing best practice guidelines for class “C” aquatic facilities; program to debut at the organization’s 12<sup>th</sup> Annual Symposium, March 13 – 15, 2013 in Fort Lauderdale, Florida.*

**Milford, PA – February 28, 2013** – [Clarion Safety Systems](#), a leading designer and manufacturer of [safety signs](#) and [safety labels](#), is pleased to announce that as part of its ongoing partnership with the National Drowning Prevention Alliance (NDPA), it will be collaborating to promote water safety through the organization’s new Seal of Safer Pool Practices program.

The Seal of Safer Pool Practices program, developed by the NDPA with input from the Independent Pool and Spa Service Association, provides best practice safety guidelines for aquatic facilities, following recommendations based on the Safer 3 Water Safety Foundation’s model for reducing drowning incidents. The goal of the program is to aid in creating a safer experience for patrons at class “C” aquatic facilities – such as hotels, motels, apartments, condominiums, property owner associations, and multi-family owned pools – and to help to reduce the risks of water-related incidents, as well as resulting costs to facilities.

Included in the Seal of Safer Pool Practices program is a guideline regarding the necessity of posting best practice pool safety signs to effectively communicate water hazards and risks. As part of its program, the NDPA recommends Clarion Safety System’s pool safety sign system of comprehension tested signs. [Clarion’s pool safety sign systems](#) are designed with clear graphical symbols to draw attention to core safety messages and crafted to comply with the latest U.S. and international safety standards. In addition, the signage has undergone [extensive comprehension testing](#), designed by independent experts and administered by the NDPA, which confirms key symbols and signs are quickly recognized and clearly understood by viewers.

“This is what Clarion is all about – our passion is keeping people safe. It’s been an honor to be a part of this industry-revolutionizing program to promote water safety and effective safety communication to prevent drowning, as well as to be recognized by the NDPA as its recommended pool safety sign provider,” says Deborah Patterson, President of Clarion Safety Systems. “Following these best practice guidelines can be looked at as an investment in safety for class C pool facilities, a step in helping to

reduce the risks of water-related incidents which can result in such tremendous costs – lawsuits, reputation damage, and most importantly, the loss of human life.”

The NDPA will debut its Seal of Safer Pools Practices program next month at the organization’s 12<sup>th</sup> Annual Symposium, March 13 – 15, 2013 in Fort Lauderdale, Florida. Clarion, a Gold-level sponsor of the symposium, will exhibit at the event as well as have representatives available onsite to discuss water safety, effective safety signage, and the NDPA’s safety signage recommendation for class C pools.

“As part of our core beliefs, at the NDPA, we believe that drowning is preventable. And, we believe that through our alliances, we can make a difference in preventing drowning,” says Kim Burgess, Executive Director of the NDPA. “We’re thrilled to be able to launch the Seal of Safer Pools program next month together with our partners, and to bring awareness to all of the important guidelines that it includes to improve water safety – from barriers to supervision to safety signage. Following these best practices will create safer environments for both adults and children at class C pools.”

#### **About Clarion’s Pool Safety Sign System**

Clarion pool safety sign systems are available for purchase directly from Clarion’s [online pool safety catalog](#), as well as from leading commercial pool suppliers, including Recreonics, Lincoln Equipment, and Brock Enterprises. Signs are offered in English, Spanish, and bilingual English/Spanish. They are customizable in over 30 different languages and in various sizes and finishes to meet location and climate-based considerations. Additional information on pool safety and the importance of effective pool safety signage is available on the Clarion website, and by viewing the short, 4-minute video [“Preventing Swimming Pool Accidents and Lawsuits.”](#)

#### **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 THE NATIONAL DROWNING PREVENTION ALLIANCE**

The National Drowning Prevention Alliance (NDPA) is a volunteer-driven, non-profit organization. The NDPA’s mission is to prevent drowning and aquatic injuries, by educating, leading, engaging, and supporting the public, its members, chapters, and partners. The NDPA is located at 1 Hall of Fame Drive, Fort Lauderdale, FL 33316 and online at [www.ndpa.org](http://www.ndpa.org).

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