



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**Contact: Erin Earley
eearley@clarionsafety.com
570-296-5686**

**CLARION POOL SAFETY SIGN SYSTEM FEATURED IN AQUATICS INTERNATIONAL MAGAZINE'S
SHOWCASE OF LEADING AQUATICS PRODUCTS**

Clarion Pool Safety Signage Shortlisted Among 2013's "Latest and Greatest New Products for the Commercial Aquatics Industry"

Milford, PA – January 31, 2013 – Clarion Safety Systems, a leading designer and manufacturer of safety signs and safety labels, announced today that its pool safety sign system is featured in *Aquatics International Magazine's* January 2013 issue, shortlisted among its "New Products" list, a showcase of leading, new aquatics products.

According to the magazine, which is the only publication devoted exclusively to the commercial and public swimming pool industries, its listing is made up of "the latest and greatest new products for the commercial aquatics industry," and items that readers can use to "create the most successful facility possible."

"We're pleased by this recognition from *Aquatics International*," says Deborah Patterson, President of Clarion Safety Systems. "At the same time, we're excited by the opportunity to bring more awareness to the importance of standards expertise and best practice design principles when it comes to effective safety signs that can better protect adults and children from water-related accidents, as well as help shield pool facilities from liability lawsuits."

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 National Drowning Prevention Alliance, which confirms key symbols and signs are quickly recognized and clearly understood by viewers. Results of the comprehension tests show that the Clarion signs and symbols well-exceeded the 85 percent comprehension rate benchmark established by the American National Standards Institute (ANSI) and International Organization for Standardization (ISO) safety sign standards. These test results provide important legal documentation for pool owners who implement the pool safety sign system, demonstrating that adequate warnings were posted, should an accident occur.

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](#) (available online or by phone at 1-800-428-3254). 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 RECREONICS

For more than 47 years Recreonics has been supplying aquatic facilities across the United States and around the world with high quality commercial swimming pool equipment and friendly, fast and expert customer service. www.recreonics.com

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.