



**PRESS RELEASE
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CLARION SAFETY SYSTEMS RELEASES VIDEO ON ISO SYMBOLS FOR SAFETY SIGNS AND SAFETY LABELS

Educational Video Explains How the International Organization for Standardization (ISO) Uses Symbols, Vocabulary, and Color to Standardize Safety Signage on a Global Basis

Milford, PA – March 27, 2013 – [Clarion Safety Systems](#), a leading designer and manufacturer of [safety signs](#) and [safety labels](#), has produced a video on the value of symbols and symbol standardization in creating effective safety signage that better reduces risk and prevents injuries and accidents in today's workplaces and public areas. The piece is part of a series of short, educational videos designed to serve as a resource in promoting a better understanding of current best practices in product safety labeling and facility marking systems.

Properly crafting the elements of safety signs and labels to better communicate safety comes from practice and experience, and understanding how to apply the latest warnings technology – the new U.S. and international best practice standards. The American National Standards Institute (ANSI) and the International Organization for Standardization (ISO) have established a uniform system of hazard recognition that governs the symbols, format, color, and the amount and level of content that goes on safety markings.

In its 2-minute video, "[ISO Symbols for Safety Signs and Labels](#)," Clarion explains how ISO uses symbols, vocabulary, and color to standardize safety signage on a worldwide basis.

"ISO, specifically ISO Technical Committee 145, standardizes graphical symbols, colors, and safety sign and label formats, as well how you integrate those elements onto signage so that safety can be communicated on a worldwide basis, *consistently*. That's the key – consistency," says Geoffrey Peckham, CEO and Director of Research & Development of Clarion Safety Systems.

"The goal is for people to have an automatic understanding when they see a safety sign, label or tag. In this way, standardizing symbols and color creates a new global language – independent of words – that can help to keep people safe from harm," says Peckham, who also serves as chair of the ANSI Z535 Committee for Safety Signs and Colors and chair and delegation head for the ANSI TAG to the ISO/TC 145 Graphical Symbols.

The video is available through the Clarion website's [video library](#) as well as through the company's [YouTube channel](#).

Additional information about effective safety signs and labels can be found in Clarion's online safety sign and 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.

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