



**PRESS RELEASE
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CLARION SAFETY SYSTEMS RELEASES VIDEO ON EFFECTIVE SAFETY SYMBOLS, SAFETY SIGNS AND SAFETY LABELS

Educational Video Explains the Elements of Effective Warnings, Including the Use of Safety Symbols, Formatting and the Latest Best Practice Standards

Milford, PA – February 21, 2013 – [Clarion Safety Systems](#), a leading designer and manufacturer of [safety signs](#) and [safety labels](#), has produced a video on the value of safety signage in reducing risk and preventing injuries and accidents in today's workplaces. 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.

In the 3-minute video, "[Effective Safety Symbols, Signs and Labels](#)," Clarion explains the elements that make an effective safety sign or safety label, including the use of safety symbols, formatting, and the importance of using best practice standards.

"The emotional toll on a company when an accident occurs or someone is killed or injured is something that is to be avoided at all costs – not only for the pain and suffering for the person that is hurt, but for the pain and suffering at the company itself," says Geoffrey Peckham, CEO and Director of Research & Development of Clarion Safety Systems. "Safety signage, when done well, can have a dramatic effect on reducing injuries and incidents."

Creating effective safety signage is a matter of determining an organization's key safety messages, and finding how best to warn about them through text and symbols. This can be complex, according to Clarion, raising questions regarding the balance between fully explaining the hazard, and being clear and concise.

Properly crafting this content 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.

“At Clarion, we know the standards; we helped to write them. And, we know how they can be applied to all different types of hazards across all different industries,” 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. “We’re pleased to be able to use that knowledge to serve as a resource in promoting a better understanding of today’s best practices in visual safety communication.”

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.