



**PRESS RELEASE  
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## **CLARION SAFETY SYSTEMS LAUNCHES NEW GLOW-IN-THE-DARK ESCAPE PLAN SIGN SYSTEM**

***Turnkey frame kit featuring high-performance photoluminescent technology provides a visible evacuation lifeline in times of crisis, in daylight or in darkness.***

**Milford, PA – May 8, 2012** – Clarion Safety Systems, a leading designer and manufacturer of safety signs and labels, announced today the launch of a new escape plan frame kit product that uses photoluminescent technology (“glow-in-the-dark” in simple terms) as a lifesaving tool to help ensure that when a crisis occurs in a building, occupants have access to vital evacuation information, whether in daylight or blackout conditions.

When a building crisis occurs, such as during a fire, earthquake, terrorist attack or other disaster situation, time is of the essence in the effort to evacuate safely. Escape plan signs are essential on-the-spot training reinforcement that aid building occupants to efficiently evacuate workplaces and public areas. However, when electricity is lost, as often occurs in crisis situations, these critical signs are left in the dark. The Clarion frame kit allows facility owners to mount and display their escape plan map on a high-performance photoluminescence backboard, enabling escape plan signs to be seen in both crisis dark and light conditions.



The Clarion escape plan sign system’s architectural frame with a non-glare acrylic lens allows for optimum display and viewing of escape plans, with high performance photoluminescence ready to deliver fail-safe, glow-in-the-dark capability to delineate evacuation routes in the event of blackout conditions.

“We are pleased to offer this new tool for safety-conscious building owners to use in combination with their facility’s exit sign and egress path marking systems,” says Geoffrey Peckham, President of Clarion Safety Systems. “At Clarion, an important part of our mission – reducing risk and protecting people – is to ensure that communicating safety is not a complicated process for our customers. That goal is built into this escape plan kit. We’ve used our knowledge of the science of safety communication together with our experience in applying the latest standards to provide a smart, peace-of-mind solution so facility owners can guide their occupants to safety, if ever needed.”

The frame kit is a turnkey product that includes the components necessary for immediate use. Each kit comes complete with an architectural aluminum frame with a non-glare acrylic lens for optimum display

**Reducing Risk, Protecting People**

and viewing, a high performance photoluminescent sheet delivering fail-safe glow-in-the-dark capability to delineate evacuation routes in blackout conditions, two printable transparency sheets, pre-drilled screw holes or adhesive strip mounting options, and a suction cup lens extraction tool.

In addition, customers have access to Clarion compliance expertise to create standards-compliant escape plans, as well as egress and exit signage systems. The knowledgeable Clarion staff can provide assistance with understanding options for safety signs, format choices, information requirements, and required artwork file formats.

Clarion has longstanding expertise in the field of fire and emergency evacuation safety marking systems. Since 2004, the company has been at the forefront of developing the International Organization for Standardization (ISO) standards that define a uniform look and content for escape plan signs. The result, ISO 23601:2009, Safety Identification – Escape and evacuation plan signs, is the industry standard for establishing design principles for displayed escape plans. Adding on this standards expertise, following the 9/11 attacks, Mr. Peckham chaired the expert taskforce that helped the NYC Buildings Department develop a code for photoluminescent evacuation markings for the stairwells of the city's tall buildings.

The Photoluminescent Escape Plan Frame Kit is available for purchase directly from Clarion's online catalog at [www.clarionsafety.com](http://www.clarionsafety.com). The frame is offered in two sizes: for use with an 8 ½ X 11 inch transparency sheet (priced at \$89.50) and for use with an 11 X 17 inch transparency (priced at \$124.50). Clarion also offers a complete emergency escape sign system that includes standards-compliant photoluminescent egress markings and exit signs.

#### **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 product & machinery safety labels, environmental & facility safety signs, pipe & 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 visual safety communication systems. Clarion is headquartered at 190 Old Milford Road in Milford, PA, 18337, and online at [www.clarionsafety.com](http://www.clarionsafety.com).

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