



**PRESS RELEASE  
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**CLARION SAFETY SYSTEMS SHARES EXPERTISE ON NEW TRENDS IN PRODUCT SAFETY LABELS IN *IN COMPLIANCE MAGAZINE***

*In Compliance Magazine, a leading resource for electrical engineering professionals, has featured Clarion Safety Systems' CEO Geoffrey Peckham in its latest issue, sharing insight on multi-symbol safety labels*

**Milford, PA – April 14, 2016 –** [Clarion Safety Systems](#), a leading designer and manufacturer of [safety signs](#) and [safety labels](#), has been featured in the latest issue of *In Compliance Magazine*, a leading source for news, information and resources for electrical engineering professionals.

[In Compliance](#) delivers the latest news, standards updates, technical explanations and guidance, as a resource for engineers to turn to for education, information and inspiration.

Geoffrey Peckham, CEO of Clarion Safety Systems, authored the “On Your Mark” column, published in the magazine’s April 2016 edition. The article focuses on the trend towards multi-symbol labels, which shows both hazard description AND hazard avoidance visually. This shift in label design may ultimately mean moving to a fully graphic approach in the future.

“[On Your Mark](#)” is a regular column that discusses the latest best practices in labeling and how graphical symbols are used to more effectively convey safety messages. The article is the second piece in a four-part series focusing on current trends in safety symbol design.

“For over 25 years I’ve been leading a company that’s helped businesses to use the latest safety sign and label standards to reduce risk and protect people from harm,” says Peckham. “From this vantage point, I can also confirm that, in the last decade, there has been a marked shift towards utilizing global safety label design principles that use internationally formatted graphical symbols to convey a portion of the label’s message.”

Peckham asserts that graphically conveying only a portion of the label’s message will, at some point, no longer be considered “best practice”; best practices will dictate that the entire label’s message be communicated in graphic form.

“Given the cultural push towards visual learning, in my opinion, the more fully illustrated multi-symbol labels will be judged to be more “adequate” from a legal standpoint than warnings that continue to rely primarily on text when those same text messages could have been communicated by one or more symbols.”

**Reducing Risk, Protecting People**

Peckham's credentials include currently serving as chair of both the ANSI Z535 Committee for Safety Signs and Colors and the U.S. Technical Advisory Group to ISO Technical Committee 145 – Graphical Symbols. He has also been selected as a member of the U.S. TAG to ISO/PC 283, an ISO committee writing a new standard, ISO 45001 Occupational Health and Safety Management Systems, which will, when finished, define global best practices for workplace safety. In addition, he is an active member of many industry-specific standards committees related to safety signs and labels for buildings, ships, machinery and products.

To learn more about the latest developments in product safety labeling, visit Clarion's website or watch its short, educational video on "[Effective Safety Symbols, Signs and Labels.](#)"

#### **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).

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