



**PRESS RELEASE
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**Contact: Patrick Beck
pbeck@clarionsafety.com
570-296-5686**

CLARION SAFETY SYSTEMS LAUNCHES POOL SAFETY SIGN PRODUCT LINE

New safety sign system, developed with world-leading safety communication and aquatics safety expertise, is the most innovative visual safety communication solution for aquatics facilities since safety signage practices began in the 1940's.

Milford, PA – February 14, 2012 – Clarion Safety Systems, a leading designer and manufacturer of safety signs and labels, announced today the launch of a swimming pool safety signage system that uses symbols, color, language and repetition to universally communicate the most serious water safety warnings like no other signage on the market today, better protecting guests from water-related accidents and shielding pool facilities from liability law suits.

Pool safety signage has been largely ignored for decades, conforming to 1940's guidelines for workplace safety without regard to the newest international or national safety standards. As such, signs are often ineffective because their essential poolside messages are either not seen or not fully understood by guests.

"Pool owners in the United States and around the world are currently facing a difficult – and highly risky – situation," explains Geoffrey Peckham, President of Clarion Safety Systems. "The vast majority of hotel, motel, condominium and community pools are unsupervised. At the same time, nearly all safety signs in current use at these facilities are outdated and inadequate. They do not comply with the latest warning technologies and standards that are based on human factors research and court case precedents – all of which combine to define the legal definition for an 'adequate warning'. The result is that avoidable, tragic accidents are occurring, with a tremendous cost to victims, their families, and facility owners."

These problems are effectively addressed by the Clarion pool safety sign system, which amplifies the most essential life/safety messages that are otherwise buried in a lengthy list of pool rules. Rather than word-only signs, Clarion uses standards-compliant, attention-getting graphical symbols to assure that the signs are not dismissed. And Clarion has designed its signage to work as a *system*, where proper format, content, and placement inform and remind about the serious water hazards.

To develop its new system, Clarion built upon its own safety communication expertise by teaming with the world-renown pool safety consulting firm, the Aquatic Safety Research Group, headed by Dr. Tom Griffiths.

"We wanted to clearly communicate the most vitally important warnings to keep pool guests happy and healthy," says Dr. Griffiths. "They are more apt to obey pool safety signs when they fully understand the dangers, their consequences and how to avoid them."

To accomplish this, Mr. Peckham and Dr. Griffiths analyzed data related to causes of aquatics injuries and fatalities and award settlements, determining where warning and hazard messages could affect

change. In addition, Clarion applied best practice formatting as governed by the ANSI (American National Standards Institute) Z535.2 Standard for Environmental and Facility Safety Signs as well as graphical symbols from ISO (International Organization for Standardization). As a result, the Clarion pool safety sign system has a number of design characteristics that distinguish it from existing pool signage on the market.

Clarion Pool Safety Sign System Key Design Features

- **All-new design highlights core safety messages** – Clarion’s signs have been designed from the ground up to clearly communicate the four critical pool safety messages: no diving, no long breath holding, watch your children, and non-swimmers wear life jackets. Using a combination of text and symbols, the sign system includes graphics which allow for immediate noticeability and communicate across language barriers, together with signs that have various levels of text which explain and inform viewers about the nature of the hazard and how to avoid the hazard.
- **Tried and true comprehension** – Clarion’s signs have undergone extensive comprehension testing to ensure messages are clearly understood. This not only aids in sign design, but establishes an important future baseline for providing key legal documentation for pool owners who implement the new system, should an accident occur.
- **Signage as a system** – Clarion’s signs are part of a system that inform and remind guests about primary swimming hazards, reiterating essential warnings through strategic placement and proper viewing distance at various critical points.

Clarion’s pool safety sign system has, to date, been contracted and installed in a number of pools and facilities, including Evergreen Wings and Waves, a 71,350 square-foot educational waterpark in Portland, OR. With this product launch, a stock of standardized U.S. and international pool safety signs are available for purchase directly from Clarion’s online catalog at www.clarionsafety.com. Signs are offered in English, Spanish, and bilingual English/Spanish. They are customizable in over 30 different languages and in various sizes and finishes (including tamper-resistant, graffiti resistant, chemical resistant, reflective and UV safe) to meet location and climate-based considerations. Facility audits for safety signage assessments are also available upon request.

ABOUT CLARION SAFETY SYSTEMS

Clarion Safety Systems, LLC, is a 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.

ABOUT AQUATIC SAFETY RESEARCH GROUP

Founded by Dr. Tom Griffiths of Penn State University, Aquatic Safety Research Group provides innovative water safety and risk management programs and services to a wide range of clients throughout the United States and internationally. Dr. Tom Griffiths brings decades of pool and beach experience to each training program, and his experiences as an expert witnesses bring reality to his unique approach to aquatic risk management. For more information visit www.aquaticsafetygroup.com.

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