



**PRESS RELEASE  
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**WATER SAFETY – INCLUDING CLARION’S POOL SAFETY SIGN SYSTEM – IN FOCUS AT FALL AQUATIC SAFETY EDUCATIONAL CONFERENCES**

***Clarion Safety Systems to support and participate in October pool safety events, including the YMCA Risk Management Conference, World Aquatic Health Conference, and Regional Build a Pool Conference***

**Milford, PA – September 29, 2016 –** [Clarion Safety Systems](http://www.clarionsafety.com), a leading designer and manufacturer of safety signs and safety labels, is pleased to announce that as part of its ongoing partnerships in aquatic safety, it will be participating in a number of the nation’s top upcoming aquatic events this fall.

“This is an exciting time for Clarion, to be coming together with water safety advocates from a variety of different public and private sectors, and to discuss our shared goal: to educate and make people aware of risks associated with water-related activities in order to increase safety,” says Derek Eversdyke, Director of Facility Safety Products at Clarion.

“Communication and warnings are an important layer of protection in today’s water safety programs – whether it’s at a hotel, resort, university, YMCA or community pool. But the standard ‘list of rules’ signs aren’t the answer. We look forward to helping to create safer environments for adults and children around water by promoting a better understanding of today’s best practices for safety signs.”

The fall 2016 line-up of events include:

- **[YMCA Risk Management Conference](#)**: At this event, which takes place October 10-12, 2016 in Chicago, IL, 15 different risk management/safety sessions will be presented, including breakout sessions to focus on strategies for keeping children safe at YMCA's. Clarion will be sponsoring and exhibiting at the event, showcasing the power of effective pool safety sign systems, as well as providing resources to understand how a systems approach to pool safety has been proven to help increase understanding and awareness of safety messages.
- **[World Aquatic Health Conference](#)**: At this event, which takes place October 19-21, 2016 in Nashville, TN, the focus is on best practices, new technology, and continuing research to ensure people can live healthier lives at pools and aquatic venues. Clarion has been selected from other leading thinkers and influencers to present a poster presentation, which will focus on protecting bathers through a new approach to drowning prevention: sign systems proven by viewers to be quickly recognized and easily understood.

**Reducing Risk, Protecting People**

- **[Regional Build a Pool Conference](#)**: At this USA Swimming event, which takes place October 22-23, 2016, in Nashville, TN, coaches, parent boards, city council, architects and engineers who want to start developing a plan for their pool get ideas on how to program facilities for sustainability and learn about innovations for new buildings and renovations. As a USA Swimming professional provider, Clarion will be providing resources to better understand effective pool safety signs, as well as how a systems approach to pool safety has been proven to help increase understanding and awareness of safety messages.

“Tragic accidents occur when water safety signs go unheeded. None of us want to think about the potential outcome of a child left unattended, a non-swimmer not wearing a life vest, or someone diving into shallow water or a safety rule being ignored,” says Eversdyke, who has extensive experience collaborating with workplace safety professionals on safety sign systems that can help to reduce risk and protect people. He has personally worked with aquatic safety customers small and large – as well as well-known industry advocates like the National Drowning Prevention Alliance (NDPA) and USA Swimming – since Clarion launched its innovative pool safety sign system product line in 2012.

“What sets Clarion’s sign system apart from any other products is that it’s a true system of risk communication – not an adhoc assortment of signs – based on today’s best practices. It’s also the only sign system on the market that’s been tested by viewers and proven to be quickly recognized and easily understood.”

Clarion’s pool safety sign system product line includes tabletop placards, signs for front gates, signs for locker rooms, signs for use at poolside and safety cones. These products use state-of-the-art graphical symbols, color, language and special formatting to communicate the most serious water safety hazards. After developing its sign system using internationally-formatted graphical symbols, Clarion put its effectiveness at conveying the intended messages to the test. Testing was designed by a third-party, Applied Safety and Ergonomics, Inc., a globally-respected group of human factors experts, and conducted by the NDPA. The results confirm that the graphical symbols, text and design philosophy in Clarion signs enable quick and effective understanding of the most important pool safety messages.

For more information on Clarion’s pool safety sign system, visit Clarion’s [water safety sign Learning Center](#) or call Clarion at 800-748-0241.

### **About Clarion’s Pool Safety Sign System**

Clarion pool safety sign systems are available for purchase directly from Clarion’s [online pool safety catalog](#), as well as from leading commercial pool suppliers, including Recreonics and Lincoln Equipment. Signs are offered in English, Spanish, and bilingual English/Spanish. They are customizable in over 30 different languages and in various sizes and finishes to meet location and climate-based considerations. Additional information on pool safety and the importance of effective pool safety signage is available on the Clarion website, and by viewing the short, 4-minute video “[Preventing Swimming Pool Accidents and Lawsuits](#).”

### **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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