



**PRESS RELEASE
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CLARION SAFETY WELCOMES NEW DIRECTOR OF BUSINESS DEVELOPMENT, TODD WILSON

Clarion Safety Systems welcomes new director of business development, Todd Wilson, to lead its channel partnership network and field sales growth in the visual safety communications industry

Milford, PA – February 26, 2019 – Clarion Safety Systems, a leading designer and manufacturer of [safety labels](#), [safety signs](#) and [safety tags](#), recently welcomed its new director of business development, Todd Wilson, to its team.

“We’re thrilled to have someone with Todd’s background and professional experience join the Clarion team,” says Ron Crawford, CEO of Clarion Safety Systems. “We’re confident that he is very well positioned to support our aim of continuously adding value in our customer and channel partner relationships, as well as pursuing mutually valuable partnerships with firms that have common marketplace interests. Most importantly, Todd’s contribution to our customers will further our primary purpose as an organization which is protecting people while minimizing business risk.”

Wilson brings over 30 years of sales and business development experience to Clarion Safety, with a long history of working with original equipment manufacturers (OEMs) and their engineering staff members – most recently heading a gearmotor product line for North American markets with Telco Intercontinental Corporation, and prior to that holding leadership roles with world-renowned Wittenstein Inc (Alpha Gear) and Brother International Corporation – Gearmotor Group.

“I’m excited to build on the groundwork that the Clarion Safety team has established, working to share safety best practices with a more diversified customer base and additional industries,” says Wilson.

“OEMs and their engineering and compliance team members typically have an inherent understanding of the role that visual warning communication plays on their equipment. Poor product warnings can be as bad as product defects – and product liability lawsuits are extremely costly. We recognize, however, that it may not be top of mind or easy to prioritize the activities associated with getting warnings right. That’s where the Clarion Safety team comes in – to help guide the way to maximize safety and reduce risk.”

Clarion Safety is in a unique position to supply product manufacturers and workplaces with up-to-date, best practice labels, signs and tags given their deep involvement with and leadership of the U.S. and international standards committees.

Reducing Risk, Protecting People

In fact, the company's best practice products have proven effectiveness. With 15,000+ clients and nearly 100 million signs and labels in use, zero Clarion Safety customers have had "failure to warn" or "inadequate warnings" allegations brought against them.

Visit the company's website to learn more [about Clarion Safety](#) or the [safety label and sign assessments](#) it offers – free of charge – to help OEMs and facilities stay up-to-date on their warnings requirements.

ABOUT CLARION SAFETY SYSTEMS

Clarion Safety Systems is a worldwide leader in product and workplace safety communication. Clarion Safety designs and produces product safety labels and facility safety signs and tags – along with offering complementary solutions and services like safety and risk assessments – needed to reduce risk and protect people. The company also provides a wide range of printing services outside of the safety realm, addressing identification, branding, dataplates, serialization and more, to add value for its customers. With 30 years of safety standards leadership, Clarion Safety has unparalleled knowledge of national and international best practices and codes to meet specific regulatory requirements, from OSHA, ANSI and ISO to WEEE, RoHS and REACH. Its corporate headquarters and state-of-the-art production facility are located in Milford, PA, and products are made in the U.S.A. The company is a registered ISO 9001:2015 manufacturer and offers top 3M materials. For more information, [visit www.clarionsafety.com](http://www.clarionsafety.com).

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