



**PRESS RELEASE
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**Contact: Erin Earley
earley@clarionsafety.com
570-296-5686**

CLARION SAFETY SYSTEMS LAUNCHES NEW WEBSITE TO SUPPORT WORKPLACE AND PRODUCT SAFETY

New ClarionSafety.com website makes shopping for safety products and finding valuable safety information easier than ever

Milford, PA – September 27, 2018 – Clarion Safety Systems, a leading designer and manufacturer of [safety signs](#), [safety labels](#) and [safety tags](#), has launched a new and improved ClarionSafety.com website to aid product manufacturers and workplace safety professionals in finding the products they need to meet safety and compliance objectives.

“We’ve launched our new website with one simple goal in mind: to make shopping and finding valuable safety information easier for our customers. We’ve redesigned our shopping experience and given our website a new look and feel. Now it’s easier than ever to find the safety products and related material needed to make an informed purchase, supporting our clients in their equipment and workplace safety needs,” says Ron Crawford, CEO of Clarion Safety Systems.

“It was also important to us that our new site stay true to who we are as a company and as a brand. At Clarion, we’re dedicated to keeping people safe; in fact, our mission is ‘protecting people from harm while reducing business risk for our customers.’ We focus on the human aspect of safety – not on safety labels, signs and tag products alone – and that’s evident through the messaging and imagery on ClarionSafety.com.”

Key enhancements on the new site include:

- **New, lighter look and feel:** the site received a complete refresh to its overall look and feel. The homepage, as well as the style and content of pages throughout the site, were overhauled with user experience and feedback in mind, as well as taking a personalized approach to safety.
- **Easy-to-navigate design:** a new, simplified main menu navigation means users can quickly locate the products and information they need. Improvements were also made to enhance online search functionality and fully embrace mobile optimization, ensuring users have a seamless experience no matter the type of device they use to browse the web.
- **Improved shopping experience:** a number of updates have been made to Clarion’s online catalog to allow for easier selection and ordering of safety labels, signs and tags.

Reducing Risk, Protecting People

This includes more intuitive product categories, simplified at-a-glance product specifications, and a more streamlined ordering process with easy 'add to cart' functionality and updated technology for improved speed.

"We encourage those browsing the site to join us in registering for an account on ClarionSafety.com to fully take advantage of what the new site has to offer – including web-exclusive promotions – and to place and track their online orders with ease," says Crawford. "We look forward to continuing to focus on adding new features and functionality to better serve our customers and partners in safety. To easily stay up-to-date on the latest news from Clarion, we also have a monthly newsletter available."

Visit ClarionSafety.com to [register for an account](#) or [sign-up to Clarion's safety and compliance news](#).

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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