



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**Erin Earley
eearley@clarionsafety.com
570-296-5686**

WHITEPAPER ON EFFECTIVE PRODUCT SAFETY LABELING RELEASED BY CLARION SAFETY SYSTEMS

New, free whitepaper from the experts at Clarion discusses five best practices to protect people, reduce liability risk and open new global markets

Milford, PA – June 23, 2015 – The experts at [Clarion Safety Systems](http://ClarionSafetySystems.com), a leading designer and manufacturer of [safety signs](#) and [labels](#), have released a new, free whitepaper with guidance on effective product safety labeling.

As a resource for product engineers, risk and safety personnel, manufacturers and others with product safety-related responsibilities, Clarion has produced a whitepaper, "[Effective Product Safety Labeling: 5 Best Practices to Protect People, Reduce Liability Risk and Open New Markets](#)," available as a free download on the company's website.

There are many facets involved in product manufacturing, including creating a safe product. Engineering design teams strive to eliminate potential hazards, yet many products, by their nature, have residual risks. Here, state-of-the-art product safety labels are key. The essential function of these labels is to communicate critical information related to product safety.

Clarion's whitepaper explains the key principles in developing effective labels, including:

- Using risk assessment
- Defining the audience
- Applying the standards
- Including symbols
- Staying informed

"We're pleased to offer this new resource to our customers and partners in safety to help promote a better understanding of today's best practices for product safety labels," says Geoffrey Peckham, CEO of Clarion Safety Systems.

An industry innovator and thought leader, Peckham has 25 years of experience in actively advancing safety communications. He has led and continues to lead both the U.S. and international efforts to harmonize standards for safety signs, labels and markings; this includes contributing to the leadership and direction of ANSI, ISO, OSHA and NFPA safety codes. Peckham currently serves as chair of the ANSI Z535 Committee for Safety Signs and Colors and chair of the U.S. TAG to ISO/TC 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.

By [registering on Clarion's website](#), safety professionals will have immediate access to the whitepaper.

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.

###