



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

SAFETY SIGNS AND MARKINGS EDUCATIONAL LECTURE TO BE PRESENTED BY CLARION SAFETY SYSTEMS' CEO AT THE UK'S SIGN DESIGN SOCIETY

Clarion CEO Geoffrey Peckham to present educational session on the role of safety signs and markings in the United States at The Sign Design Society's September 10 event in London, England

Milford, PA – August 21, 2014 – [Clarion Safety Systems](#), a leading designer and manufacturer of [safety signs](#) and [labels](#), announced today its participation in The Sign Design Society's speaking program, in an event to be held on September 10 at 6:30 p.m. at the Gensler office in London, England. As an industry expert and Sign Design Society member, Clarion CEO Geoffrey Peckham has been selected to present an educational session on the role safety signs and markings play in the United States to protect people from harm and organizations from liability, lecturing to other professionals interested in better understanding signing and wayfinding.

The Sign Design Society is a UK-based organization that strives to promote a better understanding of the importance of signing and wayfinding, to provide platforms for dialogue and to encourage a greater focus in the design disciplines, in industry and in education.

Peckham, who serves as chair of both the ANSI Z535 Committee for Safety Signs and Colors and the U.S. Technical Advisory Group to ISO Technical Committee 145 – Graphical Symbols, will present a lecture titled, "*Reducing Risk: Safety Signs and Markings – Their Role in the United States.*" The talk also aims to provide an opportunity to compare and contrast approaches to safety signs in the U.S., U.K., and Europe.

"In the U.S., if someone gets hurt as the result of an accident, lawsuits commonly occur. 'Failure to warn' and 'inadequate warnings' are the two most common allegations in product liability litigation in our courts. Failure to warn is also increasingly alleged in lawsuits when people are injured in public places," says Peckham. "This is where an understanding of the U.S. and international best practices and standards for safety signs is critical in helping to reduce accidental injuries and deaths – and helping to reduce liability risk."

Peckham's background in the field includes more than two decades of experience in actively advancing safety communications. He has led and continues to lead both the U.S. and international efforts to harmonize standards in the area of safety signs, labels and markings; this includes contributing to the leadership and direction of ANSI, ISO, OSHA and NFPA safety codes.

Reducing Risk, Protecting People

Additional information about The Sign Design Society and [attending this session](#) can be found on the organization's website.

ABOUT SIGN DESIGN SOCIETY

The [Sign Design Society](#) is a UK-based organization whose purpose is to inform members, to provide platforms for dialogue, to promote a better understanding of the importance of signing and wayfinding and to encourage a greater focus in the design disciplines, in industry and in education. It's worldwide membership includes graphic designers, wayfinding consultants, manufacturers, academics, human factors experts, students, and other organizations for whom signing is important to their business.

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.

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