



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

**UNIVERSITY OF WISCONSIN'S 27TH ANNUAL PRODUCT LIABILITY CONFERENCE TO FEATURE LECTURE
ON SYMBOLS AND PRODUCT WARNINGS BY CLARION SAFETY SYSTEMS' CEO**

Clarion CEO Geoffrey Peckham to present educational seminar on product liability and effective warning labels this September at 27th Annual Product Liability Conference offered by the University of Wisconsin-Madison

Milford, PA – September 8, 2015 – [Clarion Safety Systems](#), a leading designer and manufacturer of [safety signs](#) and [labels](#), announced today that its CEO Geoffrey Peckham has been selected as a featured expert to present at the University of Wisconsin's Annual Product Liability Conference.

The 3-day course takes place September 22 – 24, 2015 at the University of Wisconsin-Madison, a leader in product safety and liability prevention programming. The conference, which will be held at the university's Pyle Center, is aimed towards product design engineers, product development professionals, safety and risk management professionals, attorneys and others with product safety-related responsibilities. It's designed to assist organizations in enhancing their product safety and liability prevention activities.

Peckham will present practical information on product warnings and instructions, with a focus on symbols. In his lecture, "The Increasingly Significant Role of Symbols on Product Warning Labels," topics to be discussed will include:

- ANSI Z535.4 then and now
- ISO symbol standardization moves forward
- Hazard description AND hazard avoidance information in symbolic form
- The future integration of product labeling and facility safety sign systems

"I look forward to presenting this new lecture. In addition to sharing information on the latest standards, I'll focus on the importance of symbols as well as the links between the labels used on products and the signs used in facility safety sign systems," says Peckham.

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. He 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.

Reducing Risk, Protecting People

Additional information on the full course outline, earning continuing education credits and enrollment can be found on the [University of Wisconsin's website](#).

ABOUT THE UNIVERSITY OF WISCONSIN-MADISON

In achievement and prestige, the University of Wisconsin–Madison has long been recognized as one of America's great universities. A public, land-grant institution, UW–Madison offers a complete spectrum of liberal arts studies, professional programs and student activities. Each year, the Department of Engineering Professional Development (EPD) conducts hundreds of continuing education courses for engineers, scientists, architects, managers and other professionals. More than 10,000 students representing more than 5,000 businesses attend at the Madison conference center or at major hotels/conference centers around the country. Their courses provide a mix of classroom lectures, hands-on sessions, problem-solving experiences, and group discussions, giving opportunities to fully examine and apply the ideas and concepts presented.

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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