



**PRESS RELEASE
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VISION PLUS 2015, AN INTERNATIONAL FORUM ON VISUAL SAFETY, TO FEATURE PRESENTATION BY CLARION SAFETY SYSTEMS' CEO

Clarion CEO Geoffrey Peckham selected to present seminar in Birmingham, UK this September on ISO symbols and global safety communication

Milford, PA – August 20, 2015 – [Clarion Safety Systems](#), a leading designer and manufacturer of [safety signs](#) and [labels](#), announced today that its CEO Geoffrey Peckham has been selected to present at Vision Plus 2015.

Vision Plus is an international interdisciplinary symposium offered through a partnership between the International Institute for Information Design (IIID) and Birmingham City University. The symposium is being held September 3 – 4, 2015 in Birmingham, England. It will explore a variety of issues of global interest including the beginnings of the digital age, healthcare, wayfinding and others related to information, design and performance.

“Vision Plus 2015 will provide an inspiring forum for discussion and the exchange of experience and ideas on this year’s theme: *information + design = performance*,” according to conference information. The event’s aim is to, “...consider how information design can improve performance across a range of fields from the arts to business. This symposium will not only deliberate on contemporary design, it will also consider information design of the past and invite visions for the future.”

Peckham will present on Friday, September 4, in the session on “Symbols and Standards.” His 20-minute, highly-visual lecture, “ISO Symbols: The Key to Global Safety Communication,” will share insight on the visual communication of safety information – his life’s work.

His presentation will show how the new vocabulary of graphical safety symbols established by the International Organization for Standardization (ISO) has become an effective tool for safety communication, and will share a vision for how the increased use of these ISO symbols worldwide will benefit people around the globe.

“I’m honored to have been selected to be a part of this innovative, peer-reviewed conference,” says Peckham. “I look forward to furthering the discussion on developing best practices worldwide for safety signage so risk is reduced and people are better protected. Our ultimate goal: making the world a safer place.”

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

Reducing Risk, Protecting People

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.

Additional information about the conference can be found on the [Vision Plus website](#).

ABOUT VISION PLUS

To provide a forum for discussion and the exchange of experience, the International Institute for Information Design (IIID) organizes "Vision Plus," an international and interdisciplinary symposium under the patronage of UNESCO. Since 1996 IIID has staged 15 Vision Plus symposia in Austria, USA, Japan, Great Britain, France and India with partners such as universities, professional organizations, or NGOs. Events have spanned a wide variety of relevant and topical issues ranging from the beginnings of the digital age, healthcare, inclusion as well as big data visualization.

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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