AN INTRODUCTION TO OUR PARTNERSHIP

Clarion Safety Systems is very pleased to welcome you to our manufacturer's representative network. We're confident that our relationship will be a positive one, as we collaborate to be a strong partner for you and your customers for product safety labels, facility safety signs and tags, and other visual communication needs – ultimately helping to bring workers home safely and businesses operate more effectively.

For over 25 years, Clarion Safety has been the premier company in our field, supplying customers around the world with the warnings needed to reduce risk and protect people. We're truly passionate about safety. We've been long-term leaders in the best practice ANSI and ISO standards that are striving to create consistency in this field – and we use that knowledge to collaborate with our customers to warn as effectively as possible. That's part of our indisputable value story.

Our team is ready to be there for you every step of the way as you begin working with customers and prospects in your territory on our behalf. The contents of this "Orange Book" – an **internal resource only** – is designed to help you to become more familiar with Clarion Safety and the tools we have available to you, as well as to aid in your day-to-day conversations with customers and challenges you may face.

We look forward to our continued partnership.

Ron Crawford
CEO, Clarion Safety Systems

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WHY CLARION?

Current State of Safety

Safety and risk reduction is top of mind for the majority of today's product engineers and environmental, health and safety professionals. Yet, accidents and injuries continue to occur – many of them completely preventable – causing damage not only to the individual and their family but to the company's safety culture, brand integrity and bottom line. While safety labels and signs may not always be considered a key driver of safety, they're an important part of the equation in reducing risk and protecting people.

Product safety and on-the-job safety have improved in recent years, yet further action must be taken in order for people to enjoy a workplace as free from hazards as possible. Product safety labels and facility safety signs can play a vital role in ensuring both safer machinery and ultimately safer workplaces. Equipment manufacturers and employers who implement effective, clear visual safety communication may enjoy fewer accidents and injuries, increased efficiency, and decreased liability exposure.

Accident, Injury and Liability Statistics

- **Poor Product Warnings Are As Bad as Product Defects:** As far back as 1987, the Harvard Business Review reported[1] that U.S. courts often rule that the absence of proper warnings can be as dangerous as defects in design or manufacture.
- **Product Liability Lawsuits Are Costly:** According to the Insurance Information Institute[2], the average product liability injury award in 2015 was $4,868,468. The average defense cost that year was $1,037,580.

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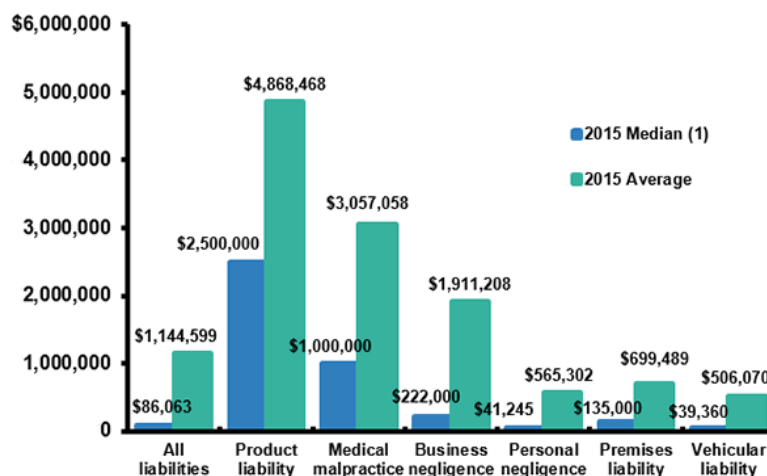
[1] M. Manley, "Product Liability: You're More Exposed Than You Think", Harvard Business Review, 1987. https://hbr.org/1987/09/product-liability-youre-more-exposed-than-you-think.

[2] "Facts + Statistics: Product liability", Iii.org, 2017. https://www.iii.org/fact-statistic/facts-statistics-product-liability.

- **Product Warnings Court Cases Are on the Rise:**
    - Insurance industry estimates cite that between 50 to 70 percent – of product liability lawsuits contain "failure to warn" or "inadequate warnings" allegations.
    - "The increase in the number of warnings cases is a warning itself - a warning to manufacturers. Makers of products must respond to the increasing creativity of claimants' lawyers and the frequent sensitivity of courts to products claims based on the lack of an adequate warning." – Professor Marshall Shapo, "The Law of Products Liability"

- **Workplace Safety**

    - 5,190 workers were killed on the job in the U.S. in 2016.[3]
    - 2.9 million workers suffered nonfatal injuries and illnesses in the U.S. in 2016.[4]
    - A significant find of OSHA's 2018 workplace safety violations list is that the total number of violations represents a 10.19 percent increase – or 2,942 more violations – than in 2017. It's a telling benchmark that the top hazards, including hazard communication, lockout/tagout, and PPE issues, are a concern.

Our Mission

At Clarion, we strive for clear communication in all aspects of our work – from our conversations with customers about safer machinery and workplaces to our product designs.

We don't want to confuse anyone about what we do and why we do it. Our intention is to be the best provider in the world at guiding our customers through a streamlined process to implement cutting-edge visual safety communication systems in line with today's leading safety standards. Through precise and easily understandable safety labels, signs and tags, people can be better warned about potential harm – and protected.

So, our mission, quite simply, is:

Protecting people from harm while reducing business risk for our customers.

Our Value Propositions

Safety Labels/Product Safety Value Prop

Apply Unparalleled Standards Experience to Your Product Safety Communication
With our standards-based expertise and best in class customer service, we'll deliver the labels needed to promote the safe use of your products while protecting your business interests.

Labels play a critical role in your products' safety – directly impacting your company's liability exposure. To maximize safety and minimize risk, you need a partner with the experience and

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[3] https://www.bls.gov/news.release/cfoi.nr0.htm
[4] https://www.bls.gov/news.release/pdf/osh.pdf

flexibility to deliver best practice ANSI and ISO-compliant solutions based on your specific products, budget and business objectives. Together with Clarion, discover a better way to warn.

Safety Signs and Tags/Workplace Safety Value Prop

Elevate Your Facility Safety Communication Through a Guided Approach
With signs that help achieve your workplace safety, quality, and efficiency objectives

Signage isn't just a last line of defense. It can help you meet and exceed your safety goals, risk objectives, and compliance requirements. Together with Clarion, create a facility safety system that's up-to-date with today's risk communication technology and ANSI/ISO best practices – for a safer, more productive work environment.

Our Proof Points

Differentiator	Proof Point
Expertise	Our best practice products have proven effectiveness. **With 15,000+ clients and nearly 100 million signs and labels in use, zero Clarion customers have had "failure to warn" or "inadequate warnings" allegations brought against them.**
Guidance	We focus on a hands-on approach to guide customers to safety sign and label choices in line with their needs AND the latest standards. **100% of our customer service team is "Clarion Essentials" certified – a proprietary, standards-based education curriculum.**
Streamlined Process	We've perfected a design and ordering process that's fast, easy and precise, so that we deliver when you want AND we get it right: **99.5% of our orders are delivered on-time, and they're received with 99.1% satisfaction**.* (*Without our client requesting a refund, replacement or repair. Calculated January 2019.)
Partnership	We specialize in helping customers get up-to-date - and stay there. **We're committed to being your partner in safety by offering free safety label and sign assessments.**

Our Credentials

Clarion's longstanding history of standards and regulatory leadership is unprecedented for any company in our field. In addition to our founder's (Geoffrey Peckham) standards chairmanship roles, as a company, we remain active members of the following committees:

- **Member ANSI Z535 Committee for Safety Signs and Colors:** The committee in charge of the U.S. standards for safety colors, signs, symbols, labels, tags and safety information in manuals.
- **Member U.S. TAG to ISO/TC 145:** The committee in charge of international standards for safety signs, colors, and symbols.
- **Member U.S. TAG to ISO/TC 283:** The committee in charge of the ISO 45001 Occupational Safety and Health Management Systems standard.

In addition, our founder, Geoffrey, holds the following standards leadership roles:

- **Chair of ISO/TC 145**

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- **Chair of the ANSI Z535 Committee**

Certifications and Accolades

Our products, customer service and production capabilities hold the following certifications and accolades:

- **ISO 9001:2015 Certified:** Clarion's on-going quality program meets the compliance requirements of ISO 9001:2015 for process-based quality management systems. This certification (Certificate Number FM 538081) covers Clarion's design, manufacture and distribution of visual safety system solutions (including safety labels, nameplates, signs and markings) for national and global markets. It's confirmation of our longstanding commitment to continually improving our quality management systems to ensure customer satisfaction.
- **Made in the USA:** Our products are made in the USA in our state-of-the-art production facility in Milford, PA. Our customer service team is also in-house, located on the same campus. That means we always have our finger on the pulse of your project – and can be responsive to your changing needs.
- **3M Preferred Converter:** Labels staying in place – due to their materials and durability – is a key component of a manufacturer's duty to warn. Durability is why we've chosen 3M™ to be our vendor of choice for the vast majority of our products' adhesives, base materials and overlaminates. As part of 3M™'s elite group of Preferred Converters, we offer an unmatched level of material quality and expertise – whether it's for standard or custom options.
- **UL® Approved and a UL® Mark Certified Printer:** Few companies go to the lengths we do to assure our clients that their label materials have the utmost in integrity. Clarion has had its standardized label material constructions UL® approved. This on-going program gives you the assurance that comes with official third party nationally recognized testing laboratory (NRTL) certification. We're also a UL® Mark certified printer.
- **Compliance with Best Practices and Regulatory Requirements:** From OSHA, ANSI and ISO to WEEE, RoHS and REACH, Clarion's products are designed to comply with the latest best practice standards as well as the specific regulatory requirements our clients need to meet.

Our Process

We work with our product safety label customers using the following process:

- **Listen to Your Needs:** Identifying your product safety communication challenges and gaps
- **Apply Best Practices:** Implementing the latest ANSI and ISO warnings technology with ease, from content to materials
- **Create Your Program:** Crafting and deploying a safety communication system across your product portfolio

- **Give Ongoing Guidance:** Keeping you informed on best practices so your labels stay compliant and relevant

The Clarion Safety Advantage

Our proof points, credentials and certifications/accolades boil down to the following attributes, or advantages of working with Clarion:

- **Trusted Expertise to Meet Your Challenges**
  We focus on a hands-on approach to guide customers to label choices in line with their needs AND the latest standards. 100% of our customer service team is "Clarion Essentials" certified – a proprietary, standards-based education curriculum.

- **Commitment to Standards Compliance**
  Our 30 years of standards leadership means we have unparalleled knowledge of worldwide standards and codes to meet your specific regulatory requirements, from OSHA, ANSI and ISO to WEEE, RoHS and REACH.

- **World-class Service and Support**
  From efficient online ordering to hands-on collaboration, we're dedicated to meeting your needs. We know that safety is about much more than purchasing items from a catalog or checking services off of a list. We build authentic relationships with our clients, for the best possible service, cost structures and outcomes.

- **Short Lead Times and Fast Turnaround**
  We offer hundreds of stock labels, signs and tags ready to select and a streamlined, hassle-free ordering process – as well as the option to expedite even faster when a rush order is needed. We've perfected a design and ordering process that's fast, easy and precise, so that we deliver when you want AND we get it right: 99.5% of our orders are delivered on-time, and they're received with 99.1% satisfaction.

- **Quality to Rely on For Every Need and Application**
  Our products are made in the USA in our state-of-the-art Milford, PA facility. Our quality commitment means we offer top 3M materials and we're a registered ISO 9001:2015 manufacturer.

CLARION CAPABILITIES OVERVIEW

Products

We design and produce **product safety labels** and **facility safety signs and tags**. We offer thousands of instock, standard options, as well as **fast and efficient customization** – through our online tools or a more hands-on process with our customer support staff. We can also offer a **range of custom printing** related to identification, asset management and branding. A few of our main categories of products are listed below; refer customers to www.clarionsafety.com to shop our full line-up of products.

Product Safety Labels
Electrical hazard labels
Equipment/machinery hazard labels
Chemical hazard labels
Instructional labels
Workplace hazard labels
(PPE, confined space and more)

Facility Safety Signs
Accident prevention signs
Construction signs
Parking/traffic signs
Security/company policy signs
Egress, exit and fire equipment signs

Custom Printing
Graphic overlays
Dataplates/nameplates
Serialization and barcode labels
Asset tags and labels
Tamper evident labels
Certification labels

Safety Tags
Accident prevention tags
Confined space tags
Lockout/tagout tags
(as well as lockout/tagout supplies
including Master Lock products)

Services

Our range of complementary services related to product and workplace risk reduction includes:

- Safety label and sign assessments to ensure they meet today's requirements
- Risk assessments, related to both products and workplaces/jobsites

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- Safety label, sign and tag customization:

Formats and content	Variable data safety labels	Military-grade solutions
Translations in 30+ languages	Symbols and illustrations	Nameplates and dataplates
Unique shapes and sizes	Specialized materials	URLs and QR codes

- Ordering-related services, like kitting and rush orders

SALES RESOURCES

Manufacturing Representative Network

Our current field sales presence through manufacturing representative relationships includes:

- **Manning & Associates:** NY, NJ, NH, RI, CT, MA, VT, ME
- **Benson Engineering:** TX, IA, MO, OK, NE, KS
- **Innovative Industrial Motion:** AL, FL, GA, KY, MS, NC, SC, TN, VA
- **Engineered Industrial Products:** WA, MT, OR, ID, CA, NV, AZ
- **Technical Partners Group:** ND, SD, MN, WI, IL
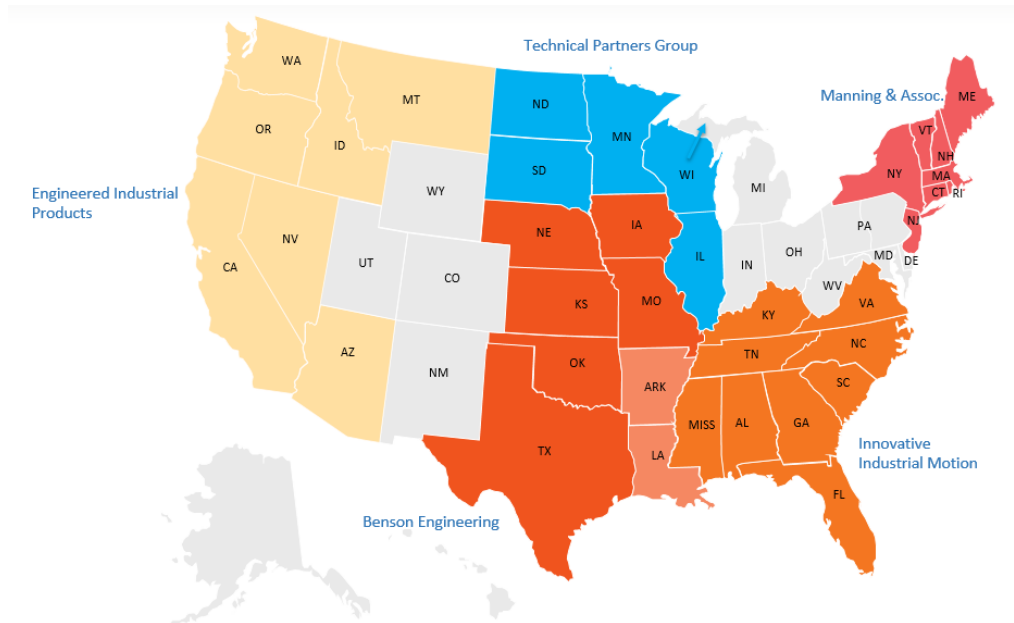
Print and Electronic Materials

Please use our **Support Materials Request** form at **www.clarionsafety.com/go** to let us know what collateral you find most useful and to specify if you'd like to receive more copies of certain pieces.

Our main print and electronic materials available to you are:

- Sell Sheet: Corporate Overview / Product Linecard
- Sell Sheet: Label and Sign Assessments

- Sell Sheet: Workplace Safety / Safety Signs
- Safety label sample kits (a selection of physical labels to review style, size and materials)
- Catalog: Product Safety Labels

Product Information

Standard Product Materials

The charts, below, show Clarion's standard material options for safety labels, safety signs and safety tags/pipemarkers.

Standard Materials for Safety Labels

Material Code P - 3M™ Premium White Polyester, 3M™ Adhesive, 3M™ Ultra-Clear Overlaminate		
Temperature Range	Material Description	Application Characteristics
Low: -40°F	.002 Flexible 3M™ Premium Polyester	Indoor applications
High: 300°F	.001 3M™ Ultra-Clear Polyester Overlaminate	Adhesion to high and low energy surfaces, textured surfaces and some powder coated finishes
	3M™ Premium Acrylic Adhesive	High degree of chemical resistance

Material Code B - 3M™ Premium White Polyester, 3M™ Adhesive, 3M™ Clear Weatherable Overlaminate with UV Resistance		
Temperature Range	Material Description	Application Characteristics
Low: -40°F	.002 Flexible 3M™ Premium Polyester	Outdoor applications
High: 175°F	.003 3M™ Clear Weatherable Overlaminate with UV Resistance	Adhesion to high and low energy surfaces, textured surfaces and some powder coated finishes
	3M™ Premium Acrylic Adhesive	High degree of weatherability and chemical/solvent resistance

Material Code T - .005 Anodized Aluminum, 3M™ High Temperature Adhesive		
Temperature Range	Material Description	Application Characteristics
Low: -40°F	.005 Flexible Anodized Aluminum	Indoor/Outdoor applications
High: 450°F	3M™ High Temperature Acrylic Adhesive	High temperature applications of short-term intervals up to 450°F
		Dyed and sealed subsurface color image

Material Code 2 - 3M™ Premium White Polyester, 3M™ Adhesive, 3M™ Writable Matte Clear Overlaminate		
Temperature Range	Material Description	Application Characteristics
Low: -40°F	.002 Flexible 3M™ Premium Polyester	Indoor/Outdoor applications
High: 300°F	.001 3M™ Writable Matte Clear Polyester Overlaminate	Suitable for adding post-print variable data
	3M™ Premium Acrylic Adhesive	Where excellent humidity, chemical and solvent resistance are required

Material Code 4 - 3M™ Premium White Polyester, 3M™ Adhesive, 3M™ Matte Clear Velvet Polycarbonate Overlaminate		
Temperature Range	Material Description	Application Characteristics
Low: -40°F	.002 Flexible 3M™ Premium Polyester	Indoor applications
High: 250°F	.003 3M™ Matte Clear Velvet Polycarbonate Overlaminate	Where a superior graphic appearance or high performance is desired
	3M™ Premium Acrylic Adhesive	Where excellent humidity, chemical and solvent resistance are required

Standard Materials for Safety Signs

Material Code BE - .040 White Aluminum

Temperature Range	Material Description	Application Characteristics
Low: -40°F	.040 Rigid White Aluminum	Indoor/Outdoor applications
High: 175°F	Mounting holes and adhesive tabs may be specified	Where high performance and durability of non-rusting rigid aluminum is required
		Recommended for mounting to flat surfaces

Material Code BJ - .060 Rigid White Plastic

Temperature Range	Material Description	Application Characteristics
Low: 32°F	.060 Rigid White Plastic	Indoor/Outdoor applications
High: 140°F	Mounting holes and adhesive tabs may be specified	Where high performance is required
		Recommended for mounting to flat surfaces

Material Code ZA - 3M™ Premium White Polyester, 3M™ Premium Structured Adhesive, 3M™ Matte Clear Overlaminate

Temperature Range	Material Description	Application Characteristics
Low :-20°F	.002 Flexible 3M™ Premium Polyester	Indoor/Outdoor applications
High: 225°F	.002 3M™ Matte Clear Vinyl Overlaminate	For hand-applied lay-flat applications
	3M™ Premium Structured Acrylic Adhesive	Excellent clarity and protection where minimal UV resistance and outdoor durability are required

Material Code W4 - Clarion Rigid GlowCore™ Photoluminescent

| Temperature Range	Material Description	Application Characteristics
Low: 0°F	Clarion Rigid GlowCore™ Photoluminescent technology	Indoor applications
High: 140°F	Mounting holes and adhesive tabs may be specified	Life saving equipment identification and location markings
		Escape route markings
		Warning, prohibition and general information signs

Standard Materials for Safety Tags and Pipemarkers

Material Code AW - .020 Writable Tear Resistant White Vinyl with Brass Grommet

Temperature Range	Material Description	Application Characteristics
Low: 32°F	.020 Writable Tear Resistant White Vinyl	Indoor/Outdoor applications
High: 160°F	Grommet: Heavy duty 1/2" ID brass	Safety Tags and Lockout Tagout applications
	Includes 7-1/2" UV resistant nylon tie	Meets OSHA's mandated lockout tag 50 lb. pull test

Material Code P1 - Indoor Protector White Polyester

Temperature Range	Material Description	Application Characteristics
Low: -40°F	.002 Gloss Flexible Radiant 3M™ White Polyester	Indoor pipe marker applications
High: 300°F	3M™ Premium Acrylic Adhesive	Where excellent bond to both high and low energy surfaces is required
	(More than DOUBLE the adhesive of other vendors' pipe markers)	Where excellent chemical and humidity resistance are required

Material Code P2 - All Environment ProtectorPLUS White Polyester

Temperature Range	Material Description	Application Characteristics
Low: -40°F	.002 Gloss Flexible Radiant 3M™ White Polyester	Outdoor pipe marker applications
High: 300°F	.001 3M™ Ultra-Clear Polyester Overlaminate	Where excellent bond to both high and low energy surfaces is required
	3M™ Premium Acrylic Adhesive	Where excellent chemical and humidity resistance are required
	(More than DOUBLE the adhesive of other vendors' pipe markers)	

Standard Product Sizes

Clarion offers safety labels and signs in a variety of standard measurements. Viewing distance, legibility and available space have to be considered in choosing the right size.

- **Our standard label size options for equipment are:**
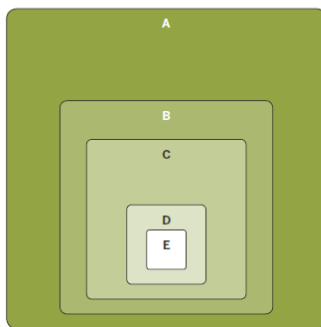
Square Size Codes
A - Size = 3.00" square
B - Size = 2.00" square
C - Size = 1.50" square
D - Size = 0.75" square
E - Size = .375" square
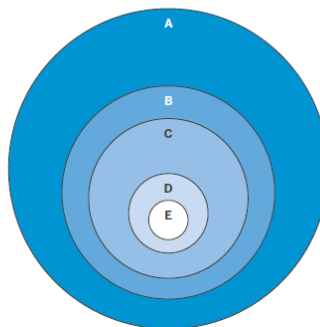
Circle Size Codes
A - Size = 3.00" diameter
B - Size = 2.00" diameter
C - Size = 1.50" diameter
D - Size = 0.75" diameter
E - Size = .375" diameter*
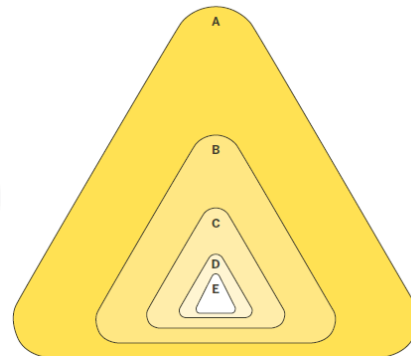
Triangle Size Codes
A - Size = 3.80" Base x 3.29" Height
B - Size = 2.25" Base x 1.95" Height
C - Size = 1.30" Base x 1.13" Height
D - Size = 0.69" Base x 0.60" Height
E - Size = .375" Base x .375" Height*

J - Size = 5.50" x 2.70"

K - Size = 4.00" x 2.00"

L - Size = 2.75" x 1.35"

YU - Size = 2.00" x 1.00"

J3 - Size = 6.00" x 4.00"

R5 - Size = 5.00" x 3.50"

G - Size = 6.75" x 2.70"

H - Size = 5.00" x 2.00"

I - Size = 3.375" x 1.35"

1 - Size = 2.00" x 0.50"

S - Size = 8.30" x 2.70"

T - Size = 6.00" x 2.00"

U - Size = 4.00" x 1.35"

2 - Size = 2.75" x 0.50"
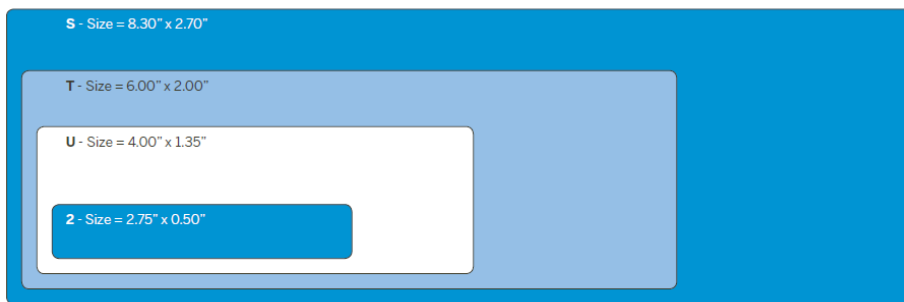
Our standard label and sign size options for facilities are:

SW3 = 18.0" x 12.0"

SW2 = 14.0" x 10.0"

SW1 = 10.0" x 7.0"

J = 5.50" x 2.70"

K = 4.00" x 2.00"

L = 2.75" x 1.35"

FC = 15.0" x 5.0"

CNH = 17.0" x 5.0"

CYP = 11.5" x 5.0"

FC = 15.0" x 5.0"

DTS = 10.0" x 20.0"

CZG = 7.0" x 14.0"

SW2 = 10.0" x 14.0"

SW1 = 7.0" x 10.0"
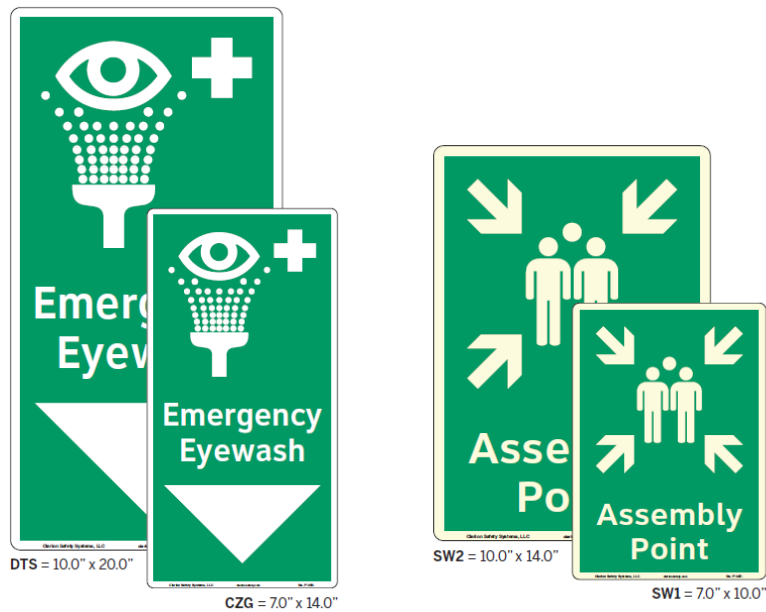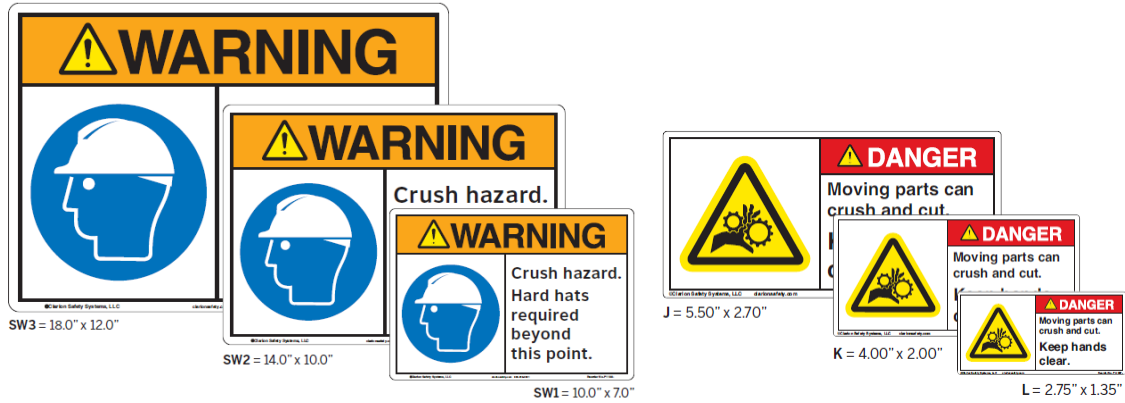
Adhesion and Mounting Options

We have application instructions available to help our customers achieve a proper bond between their safety labels and product surface and to effectively mount their signs. Most of our facility safety signs are offered with four standard corner holes; please see the quick chart, below, showing the types of signs that have corner holes. We can upsell anchor kits or adhesive tabs (for those that don't want to mount with screws.)

Fire and Safety Signs	No Holes
Egress Signs	No Holes
Accident Prevention Signs	Holes
Company Policy Signs	Holes
Security Signs	Holes
Water Safety Signs	Holes

Product Turnaround Times

We produce most of our labels and signs when the customer orders them. That ensures the adhesive will be of the best quality and that the label or sign will be printed to the latest standards. We carry our most frequently purchased items in-stock. For these items, the turnaround time is as low as one business day. If an item is not in-stock:

- The turnaround time for standard labels is 3 to 5 business days.
- The turnaround time for standard signs is 5 to 7 business days.

For custom products, production time varies based on material and is determined after the customer approves the designs; however, the majority of custom items ship within 3 to 7 business days of approval.

We also offer our customers rush orders, which typically provide a 24-hour turnaround time, depending on the type of product ordered, the timing of the request, and our production demand.

Shipping and Transit Times

After completion of production, delivery time to customers depends on the shipment method they choose and destination address. The chart below provides a snapshot of shipping and transit days by state.
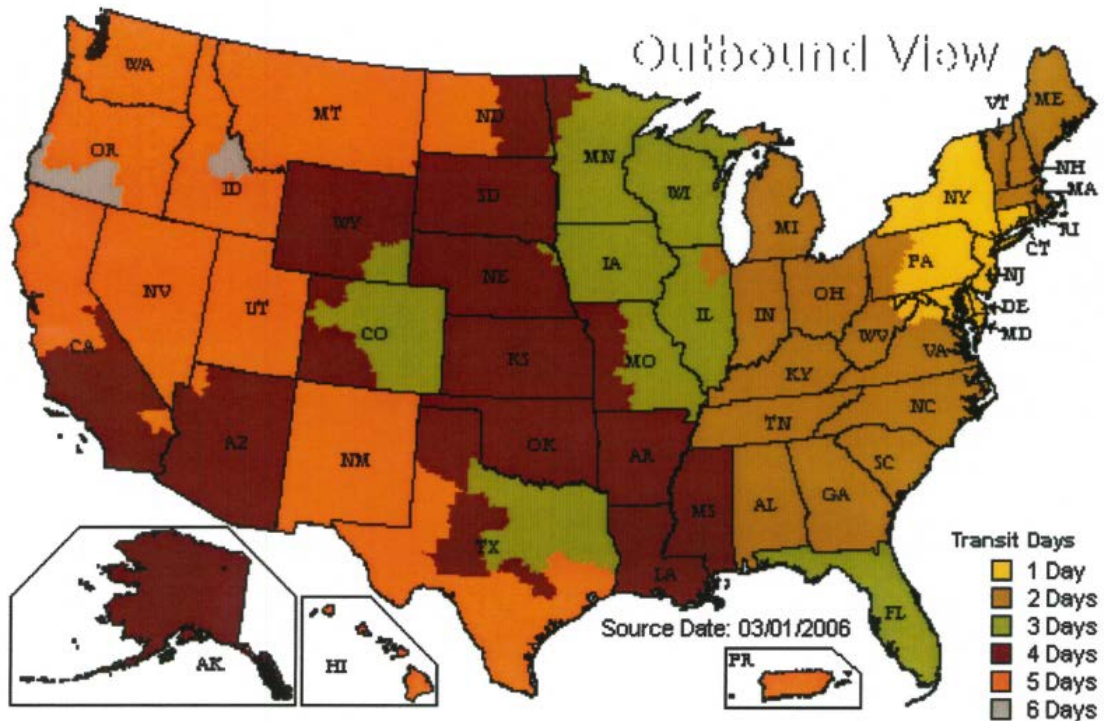
Freight Rates

The charts, below, show Clarion's freight rate information.

Domestic (48 States)	Weight (lbs.)			
UPS.....	0 - 3.0	3.1 - 6.0	6.1 - 9.0	9.1 - 12.0
Ground	$9.00	$14.00	$17.00	$21.00
3 Day Select (Orange)	$17.00	$28.00	$40.00	$48.00
2nd Day Air (Blue)	$22.00	$40.00	$55.00	$68.00
Next Day Air (Red) Saver	$45.00	$75.00	$90.00	$105.00
Next Day Air (Red)	$50.00	$85.00	$100.00	$115.00
Next Day Air (Red) Early AM	$110.00	$125.00	$140.00	$155.00

Domestic (Hawaii, Alaska, Puerto Rico)	Weight (lbs.)			
UPS.....	0 - 3.0	3.1 - 6.0	6.1 - 9.0	9.1 - 12.0
Ground	$29.00	$35.00	$40.00	$48.00
2nd Day Air (Blue)	$43.00	$54.00	$64.00	$74.00
Next Day Air (Red)	$75.00	$87.00	$105.00	$122.00

Canada	Weight			
UPS.....	0 - 3.0	3.1 - 6.0.	6.1 - 9.0	9.1 - 12.0
Standard	$17.50	$21.00	$24.00	$27.00
Worldwide Expedited	Cost + $10	Cost + $10	Cost + $10	Cost + $10
Worldwide Express	Cost + $10	Cost + $10	Cost + $10	Cost + $10

Worldwide Express is not available to all parts of Canada

International	Weight			
UPS.....	0 - 3.0	3.1 - 6.0	6.1 - 9.0	9.1 - 12.0
Worldwide Expedited	Cost + $10	Cost + $10	Cost + $10	Cost + $10
Worldwide Express	Cost + $10	Cost + $10	Cost + $10	Cost + $10

Worldwide Express is not available to all Countries

Custom Product Designer

For custom safety products and printing needs, customers can use our guided, hands-on approach with a Clarion Safety customer service representative or our quick, easy Custom Product Designer online tool. Below are several key specifications when using our online tool.

- **NFPA Placards** – BE, BJ and ZA materials; size HG (9.00" x 9.00")

- **Dataplates –** P, B materials; size 20 (3.60" x 3.00") and size 21 (2.70" x 2.25"); 13 character limit per input

- **Safety Instructions Labels –** P, B materials; size R5 (5.00" x 3.50")
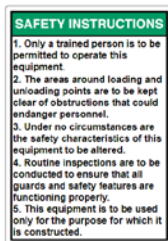
- **Exact Voltage Labels –** P, B materials; size 1 (2.00" x 0.50"); 4 digits + "Volts" character limit

- **Identification Labels –** P, B materials; size 1 (2.00" x 0.50"); 20 character limit

- **QR Code Labels:**

QR Code Only - Size A, B, and C; supports all 128 ASCII characters; 50 character limit

QR Code and Text – Size L, K, and J (these have the DANGER, WARNING, CAUTION, and NOTICE signal word options); supports all 128 ASCII characters; 50 character limit

- **Barcode Labels:**

UPC – Size YU, L, K, and J; contain 11 digits and a 12th checksum digit; if the 12th digit of these barcodes is not specified, our system will automatically calculate and add it; cannot be serialized

EAN-13 – Size YU, L, K, and J; contain 12 digits and a 13th checksum digit, which if not specified, will automatically be calculated and added; cannot be serialized

ITF-14 – Size L, K, and J; contains 13 digits and a 14th checksum digit; if the 14th digit of these barcodes is not specified, our system will automatically calculate and add it; cannot be serialized

CODE128 – Size YU, L, K, and J; supports all 128 ASCII characters; 10 character limit; serialization optional

MSI – Sizes YU, L, K, and J; supports digits 0-9; 20 character limit; serialization optional

CODE39 – Size YU, L, K, and J; CODE39 can encode numbers, letters, and the special characters (-, ., $, /, +, %, and space); 8 character limit online; serialization optional

Pharmacode – Size YU, L, K, and J; it can only encode numbers 3 to 131070; serialization optional

- **Serialized Labels:**

Short - Size 1; supports all 128 ASCII characters; 12 character limit

Long - Size 2; supports all 128 ASCII characters; 17 character limit

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Quote Requests

In order to process a quote, the information, below, needs to be supplied by the customer. Please refer to our Safety Label Quote Request Form, which includes additional information fields that are optional, but helpful to include. If you or your customer don't know all the fields on your request forms, we're happy to work together – or directly with the customer – to supply a quote.

ENVIRONMENT OF USE
In what environment will the label be applied?

- ○ Indoor
- ○ Outdoor
- ○ Indoor/Outdoor

Does the environment have an extreme hot or cold temperature range?

- ○ No
- ○ Yes, the range is _____

What type of surface will the label be applied to? Select all that apply.

- ○ Flat
- ○ Convex
- ○ Concave
- ○ Smooth
- ○ Textured
- ○ Powder-coated
- ○ Painted
- ○ Concrete
- ○ Drywall
- ○ Metal
- ○ Glass
- ○ Other
- ○ Chain-link fence
- ○ Cinder block
- ○ Plastic

Will the label be chemically washed down?

- ○ No
- ○ Yes, the chemicals are _____

MATERIAL
What type of material is preferred for the label?

- ○ I'm not sure. Please recommend the best option.
- ○ 002 Polyester w/ .001 Clear Indoor Overlaminate
- ○ .002 Polyester w/ .003 Weatherable Overlaminate
- ○ .002 Polyester w/ .001 Matte Writable Overlaminate
- ○ .002 Polyester w/ .003 Velvet Polycarbonate Overlaminate
- ○ .005 Flexible Anodized Aluminum, No Overlaminate
- ○ .060 Rigid White Plastic, No Adhesive, No Overlaminate
- ○ Custom Material: _____

SIZE
What size does the label need to be?

- ○ 8.3" x 2.7"
- ○ 6" x 2"
- ○ 2.75" x 1.35"
- ○ 4" x 1.35"
- ○ 6.75" x 2.7"
- ○ 5" x 2"
- ○ 3.375" x 1.35"
- ○ 4" x 2"
- ○ 5.5" x 2.7"
- ○ A - Square (3.00")
- ○ B - Square (2.00")
- ○ C - Square (1.50")
- ○ D - Square (0.75")
- ○ E - Square (.375")
- ○ A - Circle (3.00" D)
- ○ B - Circle (2.00" D)
- ○ C - Circle (1.50" D)
- ○ D - Circle (0.75" D)
- ○ E - Circle (.375" D)
- ○ A - Tri (3.80"B x 3.29"H)
- ○ B - Tri (2.25"B x 1.95"H)
- ○ C - Tri (1.30"B x 1.13"H)
- ○ D - Tri (0.69"B x 0.60"H)
- ○ E - Tri (.375"B x .375"H)
- ○ Custom Size: _____ _____

QUANTITY
What quantities need to be quoted? _____

If known, what is the estimated annual usage? _____

DRAWING
Do you have a drawing or specifications file that you can email to sales@clarionsafety.com?

- ○ No, I do not have one.
- ○ Yes, I will send it.

Objection Handling

Please refer to the sample Q and A's, below, as well as this quick grid that provides a snapshot of key objections you may face and potential resolutions or discussion points.

Objection	Potential Solutions/Discussion Points
Pricing	• Material choice/quality • Blanket PO's • More wallet share; potential upsell to custom printing to allow us to be more competitive with overall account
Minimum order quantity	• Estimated annual usage for less than MOQ exceptions • Explore the need – ie, protoype for an upcoming larger order?
Prefer local suppliers/other competitors or don't see a need to change status quo	• Quality of materials • Standards compliance • Lead times/turnaround times • Supplier consolidation opportunities

1. **My labels are fine as is.**
   [For Engineers]
   - *Labels may not always seem like a top priority, but there are three essential roles they play for product manufacturers:*
     - *To help you comply with codes, standards and regulations*
     - *To prevent accidents (the ultimate product liability prevention/defense strategy)*
     - *To provide a defense should an accident occur and a lawsuit arise*

     We know how difficult it can be to stay up-to-date on meeting all of these objectives, including ever-changing standards, regulations and codes. That's why, as a free service to our clients, Clarion performs safety label assessments.

   - *During assessments, we frequently uncover issues with:*
     - *Outdated designs and formats*
     - *Lack of symbols or standards-based symbols*
     - *Incorrect signal word for the severity of the hazard*
     - *Word messages that don't communicate full information*

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o *Colors that don't meet U.S. or international standards*

- *Can I give you more details about our assessment process? Keep in mind that we specialize in helping customers get up-to-date – and staying there. As a Clarion client we'll continue to share our expertise and best practice knowledge to inform your label choices. I can also send you a package of label or sign/tag samples to view some of our top designs and materials.*

[For Purchasing Agents]
We frequently find that customers come to us for our standards knowledge, but they stay long-time clients because of our service. Our design and ordering process is fast, easy and precise, so that we deliver when you want AND we get it right: 99.2% of our orders are delivered on-time, and they're received with 99.0% satisfaction. Would you be willing to give us the opportunity to quote a label or bid on a project to see what it's like to work together?

2. **I print labels in-house using a label printer.**
   Have you ever had a reputable expert assess your labels or full label program to ensure their design and content (included the materials you use for printing) is up-to-date with the latest requirements? With Clarion's streamlined ordering process – including customization – you'll find that we can match the convenience of in-house printing. I'd love to send you more details on our assessment process. Can I send you a package of label samples to view some of our top designs and materials? Would you be willing to let us quote a label or project?

3. **I use a local printer.**
   Have you ever had a reputable expert assess your labels or full label program to ensure their design and content (included the materials you use for printing) is up-to-date with the latest requirements? Local printers are able to print to the specs to meet your requirements, but they don't take into consideration factors like standards, regulations and codes, or the right material for your environment of use. I'd love to send you more details on our assessment process. Can I send you a package of label samples to view some of our top designs and materials? Would you be willing to let us quote a label or project?

4. **Why are your prices increasing?**
   We try to avoid label price increases whenever possible through productivity enhancements in our processes and by strategically sourcing our key materials. However, this pricing update was necessary due to rising costs for raw materials and increases in basic operational expenses. If you have any questions or concerns about your account with Clarion and pricing, I'm here to help and to work with you to ensure your satisfaction.

5. **I use competitor X and their prices are less than yours.**

- *Please know that we're committed to working with our customers to provide the best pricing possible for your project. We can explore solutions to drive down your cost like blanket orders, or ordering higher quantities, including through our additional custom printing options.*
- *It's important to understand, too, that Clarion is different from others you may have worked with in this space in that we specialize in helping to bring organizations up-to-date with today's best practices, no matter where they are in their safety journey, through a guided, hands-on approach. That means that we have a dedicated team of in-house customer service and customization specialists that work hand in hand with you on your sign or label development and quoting and ordering process.*
- *We not only get customers up-to-date – we keep them there. As a Clarion client we'll continue to share our expertise and best practice knowledge to inform your label and sign choices. For example, when a standard changes, we'll make updated design recommendations for their labels for the entire time they are purchasing from us.*

[FOR SIGNS] *If price and budget cycles are an issue, we can also consider a plan to roll out your signs or sign systems in a staged manner across departments or different facilities.*

6. **I use competitor X for labels as well as many other equipment/workplace needs.**
   - *We're much more than just a safety label and sign printer. We'd love to help with your other identification/printing and workplace safety needs. We understand the importance of having a one-stop shop for your warnings and printing needs – and we can be that supplier. By working with us to consolidate your supplier base and streamline your supply chain, the result will likely be improvements in your bottom line and satisfaction: 99.5% of our orders are delivered on-time, and they're received with 99.1% satisfaction. We'll also consider your aggregate purchasing behavior in our pricing to you; if you're currently only buying safety labels but move to additional labels, we may be able to positively impact your cost structure. We just had the opportunity to work with a client to centralize purchasing, across different divisions, moving from eight suppliers to two, resulting in cost and efficiency improvements.*
   - *Are you familiar with how Clarion is different from other providers in this space?*
     - *We focus on helping our customers get up-to-date with best practices, but that's not a once-and-done outlook. Unlike others you may be working with, our team will continue to keep you up-to-date. If a standard is updated or a new symbol is released that's important to you, we're often on the cutting edge of that knowledge because of our standards work, and we'll keep you informed.*
     - *We frequently find that customers come to us for our standards knowledge and ability to work hand in hand on communications issues they may have, but they stay long-time clients because of our service. Our design and ordering process is fast, easy and precise, so that we deliver when you want AND we get it right: 99.2% of our orders are delivered on-time, and they're received with 99.0% satisfaction. Would you be willing to give us the opportunity to quote a label or bid on a project to see what it's like to work together?*

7. **I understand the value of your labels, but I'm not the ultimate decision-maker. My purchasing department will now become involved.**
   I'd love to understand more about your buying process, including who the key players are and their level of influence in the ultimate purchase decision. Can you make an introduction so that I can be a part of the conversation and help communicate the value of our partnership?

8. **Lead time is a major issue for my business.**
   We have very fast and efficient production times, and I can honestly tell you that this is rarely an issue for our customers due to that. This is something that we track closely to ensure our customers' satisfaction. 99.2% of our orders are delivered on-time, and they're received with 99.0% satisfaction. However, I can offer you different options to help mitigate lead time issues and ensure your satisfaction like:
   - *Rush orders*
   - *Different material or printing options if your current material has presented an issue*
   - *Ordering solutions like ordering once a year and making releases off of that*

9. **I'd like to order from you but minimum order quantity is an issue.**
   If this is an issue, we're happy to work with you to find a solution. Can you tell me more about your project so that I have a better understanding of your needs and how we can help? As an example, there have been situations where our customers are working on a prototype product, and we have a 5-pack solution available that meets their needs. We also offer samples, if you're looking to see examples of our products. I'd also love to explore if you have other labeling needs that we may be able to help with.

10. **I'd like a custom product. What should I do?**
    Not a problem! If you don't see a product that you're looking for through our online catalog, we have a number of different options available. The sky is the limit, really. We can customize your warning's message, the size and shape, the material, and more. I can work directly with you, or you can use one of the two online tools available on our website to create a custom product and easily reorder it in the future.

11. **Why should I follow the ANSI and ISO standards?**
    a. *While there may be other considerations within your specific industry, the overarching consensus standards that define today's best practices in the field of visual safety communication are the ANSI Z535 standards in the U.S., and the ISO 3864 standards internationally.*
    b. *The ANSI Z535.4 standard defines a set of components for on-product warnings that provide people with the information they needed to avoid hazards and provides manufacturers and U.S. courts with a legal definition for what constituted an "adequate warning." When used correctly, labels and signs developed to meet the standard help to reduce accidents associated with products and workplaces, and, if an accident does occur, they help to reduce liability exposure should the adequacy of the warning be challenged.*

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     c. *The international standard in safety labeling, ISO 3864-2 Graphical symbols Safety colours and safety signs, gives guidelines to manufacturers and workplaces in nearly all industries for their product safety labels and signs. These rules allow warnings (and products) to be accepted globally.*

I'd be happy to send you more information about these standards, and talk about how to apply it to your products or workplace.

12. **I use the older-style OSHA sign formats. Why are the new ANSI designs better?**
OSHA currently only stipulates minimal requirements – the most basic level – for sign content and design. These simplified formats are common in today's workplaces, but they're not the only choice. The best practice principles offered in the ANSI and ISO standards are considered the state-of-the-art for today's warnings. Please take a look at [this page]() in Clarion's Learning Center to see the benefits of best practice signs and a comparison chart between OSHA-style versus ANSI/ISO safety signs.

13. **Our signs/labels need to adhere to X specific industry regulation/code/standard.**
This is a very relevant question because we frequently find that our customers have to adhere to requirements that relate to their specific industry or operation. This is why we have a very well trained group of customer service professionals in-house who identify, understand and make recommendations on each customer's individual needs and requirements. It's that hands-on, guided approach that our staff takes that sets Clarion apart from others that you may have worked with for your safety signage. I'd be happy to further explore your standard-compliance obligations and make related recommendations.

14. **I create our labels/signs to make them specific to a site or product, adding pictures of the tools, areas, equipment, hazards. Is this okay?**
   - *Adding graphics or symbols to labels and signage is an important part of having them accurately communicate to your audience. What's important to keep in mind here is that there's a science to effective safety communication, including the use of symbols. In particular, ISO 3864 provides insight on global, graphical symbols that can help to bring consistency and comprehension to your signs. Clarion specializes in implementing these ISO standards, as well as developing custom symbols to meet your needs.*
   - *Would your organization consider leaning on an outside resource, like my company, Clarion, for safety label and sign development and production? We offer assessments where we can evaluate your label/sign or label/sign system and make best practice recommendations. Through that process, we can also help to address other problematic issues that can often arise when creating and printing signs in-house, like sign clutter, out of date signs, and materials and durability issues. Inconsistent messaging and missing or damaged signs can create a lack of communication about critical safety messages and can eventually lead to injuries.*

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Exploring / Identifying Business Opportunities

Cross-selling product safety labels and facility safety signs/tags

Help me understand your organization's needs when it comes to safety labels, signs and tags. Did you know that we design and produce warnings for both equipment and facilities? Who would be the contact person for [product safety/workplace safety]? Can you introduce me? I'd love to explain the importance of consistency between labels on products and signs and tags within facilities.

Specific product-related upsells

- **Tags:** *Do you have a need for safety tags? We have a variety of standard accident prevention, confined space and lockout/tagout tags, and we can customize to complement your signs and labels or other specific needs. We also offer lockout/tagout supplies, including Master Lock products.*
- **Guard labels:** *I see that you purchased a guard-related label for the guard on your machine. Have you also considered a label to be placed underneath the guard, so that once the guard is removed, a warning is still present?*
- **Egress/exit signage:** *If you have a need for fire safety and evacuation signs, we can help! Clarion offers fire equipment location signs, exit signs and egress signs and markings – including those that glow. We also offer escape plan frame kits to house your workplace's escape plan.*
- **ANSI-style signs and safety sign systems, rather than individual signs (for those that purchased OSHA style signs):**
    i. *I wanted to follow-up with you to see if I can help provide any additional information on the standards or Clarion's products and services. Clarion specializes in helping to bring organizations up-to-date with today's best practices, no matter where they are in their safety journey, through a guided, hands-on approach. We offer job hazard analysis/risk assessments and sign evaluations, in addition to designing and producing your safety signs.*
    ii. *Clarion's best practice signs are compliant with OSHA, ANSI and ISO to maximize workplace safety. The sign that you purchased is compliant with OSHA's current best practices, but that only meets the minimum requirements.*
    iii. *OSHA only stipulates minimal requirements – the most basic level – for sign content and design. These simplified formats are common in today's workplaces, but they're not your only choice. The best practices principles offered in the ANSI and ISO standards are considered the state-of-the-art for today's warnings.*

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iv. The reason old OSHA-style format are so common in today's workplaces is that, for years, OSHA's regulations for safety signs were based on outdated formats that were not aligned with the latest ANSI safety sign, color and tag standards. That changed in 2013 when OSHA endorsed these ANSI standards, allowing the use of these best practice formats. Clarion led this effort to update OSHA's standards to better align them with the latest advances in safety sign technology.

Custom printing solutions related to ID, asset management and branding

Did you know that we offer a wide variety of printing options aside from safety labels, signs and tags? These include, but aren't limited to the options, below. By working with us to consolidate your supplier base and streamline your supply chain by using Clarion for more of your printing needs, the result will likely be improvements in your satisfaction (due to Clarion's customer service and responsiveness) and bottom line (as purchasing additional products may result in driving prices down).

- o *Graphic overlays*
- o *Dataplates*
- o *Nameplates*
- o *Serialization*
- o *Asset tags and labels*
- o *Barcode labels*
- o *Tamper evident labels*
- o *Pre-printed labels on rolls*
- o *Certification labels*

Safety label, sign and tag customization services

You can customize your safety labels, signs and tags using our quick, easy Custom Product Designer online tool or through a guided, hands-on approach with a Clarion Safety customer service representative. Our variety of custom options include:

- *Formats and content*
- *Translations in 30+ languages*
- *Unique shapes and sizes*
- *URLs and QR codes*
- *Variable data safety labels*
- *Symbols and illustrations*
- *Specialized materials*
- *Military-grade solutions*
- *Nameplates and dataplates*
- *Site specific signage*

Opportunities with other buyers/decision-makers at their location

If I can take a moment of your time, I wanted to check in to see if there are any other business opportunities for Clarion to support your company. Are there others at your company that handle safety labels, signs and tags – or that are involved with purchasing custom printed items (ID, asset tags, etc.)? If so, can I contact that associate to explore this further?

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Opportunities with other branches/locations

If I can take a moment of your time, I wanted to check in to see if there are any other business opportunities for Clarion to support your company at other branches or locations. Consistency of safety labels, signs and tags is extremely important from a product liability perspective. We've helped many clients to set up a warnings program across their full equipment product lines as well as to develop systems of safety signs in facilities that are replicated across other branches and locations.

Label and sign assessment services

- *Safety and liability go hand in hand with meeting current safety standards. These standards are continually changing – and it's important to consistently use the latest ones on your warnings. Otherwise, your product users, employees and your business may be at risk. With Clarion Safety's expertise, we can review the labels on your products or the signs in your workplace to ensure they're up-to-date, meeting today's requirements.*
- *Many product manufacturers and facility managers aren't using today's best practices for their safety labels and signs – both in individual cases as well as consistently across product lines and markets or company divisions and locations. This can lead to safety and liability issues. During assessments, we frequently uncover issues related to:*
  - *Outdated label and sign designs and formats*
  - *Lack of symbols or standards-based symbols*
  - *Incorrect signal words related to the hazard*
  - *Missing complete hazard information*
  - *Overwarning and consolidation opportunities*
- *By working with you to review your labels or signs, we can help you improve safety and reduce liability risk. During a personalized assessment – which we offer free of charge and with no strings attached – you'll get a better understanding of today's safety communication best practices and learn tangible ways to optimize your label or sign program. The result: more effective labels and signs and even the potential for cost savings due to consolidating warnings.*
- *Rest assured, you can trust in our proven effectiveness. With nearly 100 million Clarion labels and signs in use, none of our customers have had "failure to warn" or "inadequate warnings" allegations brought against them.*

Risk assessment services

- *A step that's needed prior to developing the content for your safety labels and safety signs is a quality risk assessment. As a value-added service to our customers, we offer both product assessments and workplace/jobsite assessments.*
- *Once we have a better understanding of the scope of your project, we can provide a quote. Prices start at $250 (for one hour of time), but range depending on consulting hours, as well as the complexity and number of machines to be assessed.*

- *In terms of our process, our Clarion Safety team works together with you and a third party expert to conduct the assessment. We've found that this process helps to ensure risk assessments use best practices, create a formal process based on the needs at hand, and allow effective processes and outcomes to be established in line with your comprehensive safety strategy. The assessment can be done in person or remotely. The first step is a scoping discussion where you, our third party consultant and the Clarion Safety team will determine the best methods/logistics/materials needed to conduct the assessment. For example, for one of our clients in need of a remote assessment, they provided 1) product documentation and 2) access to their product to be seen remotely by video. Whether remote or in-person, we work to ensure the assessment process is seamless, cost- and time-effective for you.*

Kitting services

- *Have you ever considered ordering a kit of your labels or signs? These are a favorite among our customers. We can produce kits for added efficiency and safety, where all the labels or signs needed for a specific product or facility location arrive as one complete package.*
- *Some of the benefits of kitting include:*
  - *Simplify ordering and inventory management: You'll have one part number to inventory and order, instead of many individual signs or labels.*
  - *Efficient selection and installation: Your labels or signs arrive as one complete kit for more efficient application or installation. This can also increase safety, helping to ensure the installation team doesn't miss installing one or more products. For labeling, it can also support on-time shipment of your products, ensuring all labels for specific projects are in inventory when you need them.*

Rush order services

Do you need your order as soon as possible? Not a problem! Our typical turn around times are fast. With that said, for your convenience, we offer the option to 'fast track' your purchase – an expedited option that typically provides a 24-hour turnaround time.

Translation services
As work environments are becoming more diverse, communicating safety across language barriers has become a critical and complex issue. Translated bilingual or multilingual safety labels and signs are increasingly becoming the right choice for many organizations.

  - **[FOR SIGNS]** *Although currently in the U.S., there is no obligation to warn in multiple languages on products or in facilities, OSHA states that "regardless of the precise regulatory language, the terms "train" and "instruct," as well as other synonyms, mean to present information in a manner that employees receiving it are capable of understanding." In addition, from an ethical standpoint, there is an obligation to communicate safety*

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information adequately to your intended audiences. In situations like yours where employers have workers in their facilities that are not fluent in English or maintain a bilingual culture, a best practice is to provide multilingual awareness training that is then supplemented with the posting of multilingual safety signage. When safety communication is done in a language that all workers can understand, people's comprehension is maximized, which leads to reduced risk and less accidents.

The design guidelines from the best practice ANSI/ISO sign formats – which Clarion specializes in implementing – better accommodate bilingual messaging as well as the use of symbols to support the warning. We also offer translation services that consider context, the nature of the hazard and regional dialects.

I'd welcome the opportunity to discuss in more detail how Clarion can help make choosing the right translated or bilingual signs easy for you – or to be a resource for any other safety sign needs you may have.

o **[FOR LABELS]** *Languages are a reoccurring topic that we've seen as a struggle point for product safety label clients. Currently there's no obligation in the U.S. to provide warnings in multiple languages on products. Yet for product manufacturers, the goal is always to put a safe product into the marketplace. This often means providing adequate warnings when hazards can't be designed out of the product. Once you determine that one or more additional languages are needed for your products due to your audience or international requirements, Clarion can partner with you to provide an expert translation that considers dialects and context. We routinely translate in 30+ languages and no language is beyond our capability.*