

Your Partner for Safety
Labels, Signs and Tags



Reducing Risk, Protecting People

Our Agenda

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Introduction to Clarion Safety,
including Products/Services

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Our Company

For over 25 years, Clarion has been the premier company in visual safety communication, supplying customers around the world with product safety labels and facility safety signs and tags 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.



“With over 15,000 clients in more than 50 countries, zero have had warnings-based allegations brought against them.”

Our Products

We design and produce product safety labels and facility safety signs and tags – along with offering complementary solutions and services like safety and risk assessments.

We also provide a wide range of printing services outside of the safety realm, addressing identification, branding, dataplates, serialization and more, to add value for customers.



Why Clarion?

Our Value Proposition

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.

Collaboration with Customers

Get to Know Our 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

Unmatched Experience

Our products use **best practice design principles** defined by the latest industry standards – standards we helped write. For over 25 years, we've **led the U.S. and international standards** harmonization efforts in our area (ANSI, ISO, OSHA, NFPA).

Clarion Safety's Credentials

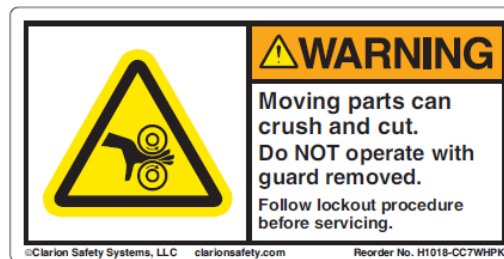
- Member – ANSI Z535 Committee for Safety Signs and Colors
- Member – U.S. ANSI TAG to ISO/TC 145
- Member – U.S. ANSI TAG to ISO/TC 283

Our Founder's Credentials

- Chair – ANSI Z535 Committee
- Chair – ISO/TC 145 – Graphical Symbols

A Legal Perspective on Warnings

- Manufacturers must meet or exceed current standards, including those for safety labeling, relevant to their products.
- ANSI Z535.4 2011/2017 accurately communicates risk but many warnings do NOT meet current standards.
- We'll help you and your customers stay up to date on meeting the latest regulations, codes and best practice standards for peace of mind and the most effective warnings possible.



Our Proof Points



Clarion Expertise

Our products have proven effectiveness. With 15,000+ clients and nearly 100 million labels and signs in use, **zero** customers have had “failure to warn” or “inadequate warnings” allegations brought against them.



Clarion Service

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.

What Do We Value as a Company?



It comes down to four core principles:

- ✓ Expertise
- ✓ Guidance
- ✓ Service
- ✓ Partnership

But don’t take our word alone – we can prove it to you.



Clarion Guidance

We focus on a hands-on approach to guide customers 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.



Clarion 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 Value to Our Partners

Portfolio Expansion

- Offer thousands of label, sign and tag products in addition to safety and risk assessment services
- High probability of repeat orders
- Wide range of printing services outside of the safety realm: identification, branding, dataplates, nameplates, serialization, and more
- Ability to consolidate suppliers

Products & Services to Rely On

- Products made in the U.S.A in our state-of-the-art Milford, PA production facility
- In-house customer service team, trained in Clarion products and visual safety standards/regulations
- Top 3M materials
- Registered ISO 9001:2015 manufacturer
- Ability to meet regulatory requirements (OSHA, ANSI, ISO, WEEE, RoHS, REACH)

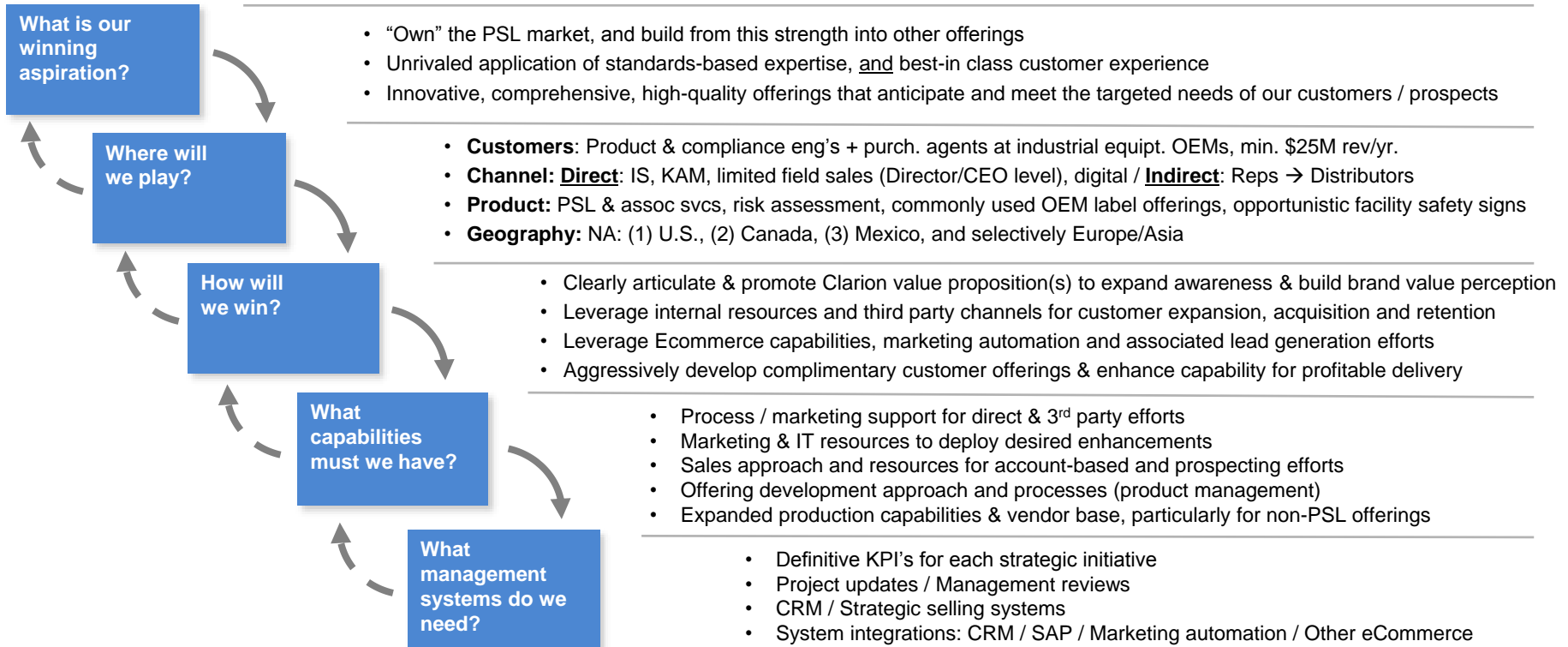
Dedicated to Your Success

- Established provider, founded through driving today's best practices and building customer relationships
- Streamlined, hassle-free ordering process – with hands-on collaboration, including customization, as needed
- Full marketing, sales and product-related support for you and your customers, including a dedicated in-house customer service rep



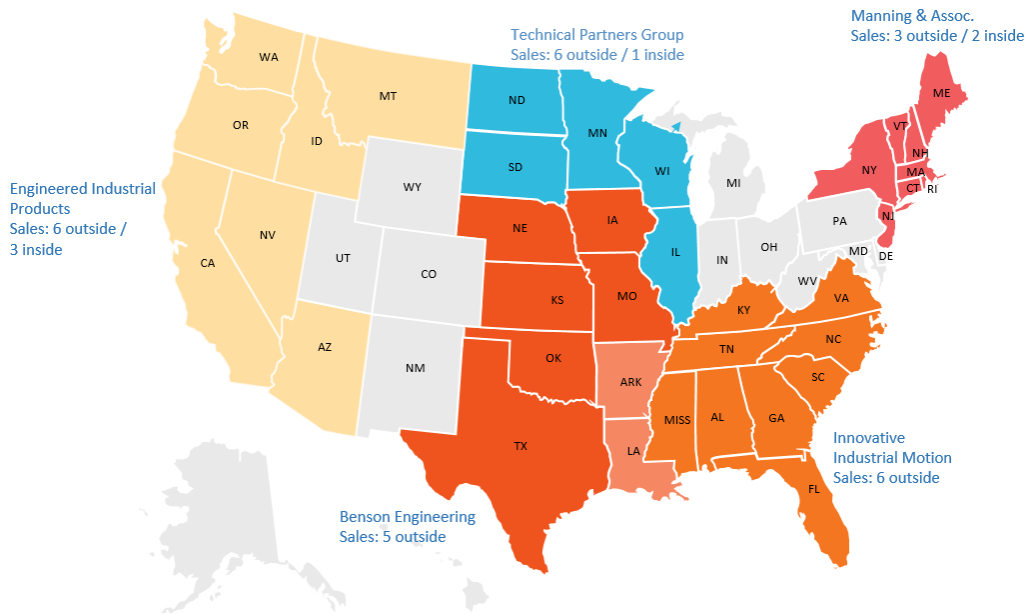
Playing to Win: Clarion Safety Strategy

Focus of our strategic initiatives and company activities for 2019



Current Field Sales Presence

Thank you for being a part of our dynamic and effective manufacturer's representative network. Together, we will chart an evolving course of mutually beneficial growth for Clarion's business in the U.S.



Manning and Associates

States: NY, NJ, NH, RI, CT, MA, VT, ME

Primary contact: Dave Manning

dmanning@manningandassoc.com

917-863-2096

www.manningandassoc.com

Benson Engineering

States: TX, MO, IA, OK, KS

Primary contact: Alan Hobbs

alan.hobbs@bensonengineering.com

214-342-0438

www.bensonengineering.com

Engineered Industrial Products

States: WA, MT, OR, ID, CA, NV, AZ

Primary contact: Kurt Fisher

kfisher@eip-inc.com

925-437-8032

www.eip-inc.com

Innovative Industrial Motion

States: KY, VA, TN, NC, SC, MS, AL, GA, FL

Primary contact: Steve Martin

steve@useiim.com

251-533-7125

<http://www.cliffordsales.net/>

Technical Partners Group

States: ND, SC, MN, WI, IL

Primary contact: Steve Martin

tcarlson@tpg-reps.com

612-822-2508

<http://technicalpartnersgroup.com/>

Let's Work Together

Our Process

After you introduce Clarion Safety to your customers, we're there with you every step of the way: from collateral to hands-on sales and product-related support. Our team – experienced in working with both engineering and purchasing contacts – is ready to help at any point in the sales process.

Your Clarion Safety Contacts

Email partner@clarionsafety.com for questions or with quote and safety label assessment requests.

Our in-house customer service representative, Tammie Samartina, is dedicated to meeting your every day needs.

Our Director of Business Development, Todd Wilson, is also by your side to help optimize our relationship.

Tools and Collateral

Internal-only Information

- Clarion Safety Orange Book
- Partnership 'hub' page at <https://www.clarionsafety.com/partner> (collateral PDFs, quote request forms, case studies, product info, etc.)

'Starter Kit' Materials

- Supplied during onboarding:
 - Label samples
 - Print catalog
 - Sell sheets
 - Corporate Overview / Product Linecard
 - Label and Sign Assessments Sell Sheet
 - Workplace Safety / Safety Signs Sell Sheet
- Powerpoint presentations available (Clarion Safety backgrounder; assessments walk-through)

Collateral Requests

- Fill out our form at www.clarionsafety.com/go to request additional collateral; email marketing@clarionsafety.com

Thank You

What Questions May
We Answer?

www.ClarionSafety.com

