

A man with a beard, wearing a white hard hat and a grey blazer over a light blue shirt, stands in a warehouse. He is looking upwards and to the right, with his right hand resting on a green metal structure. The background shows high industrial shelving units filled with boxes.

How Clarion Safety Optimized Labels for an Industrial Gate Manufacturer



Overview: The Benefits of Optimizing On-Product Labels



An Industrial Gate Manufacturer's Story

Labels are a critical component of product safety and meeting a manufacturer's legal duty to warn. However, many manufacturers fail to use today's best practices, opening the door to injury, liability issues and lawsuits. At the same time, purchasers often fall into the trap of buying from multiple vendors without a big picture strategy, leading to cost, inventory management and application challenges.

When a U.S.-based manufacturer of industrial safety gates used throughout the world faced challenges related to their warnings and markings, they knew they needed to turn to a credible source for help – one knowledgeable in helping product manufacturers create legally adequate warnings that use the latest standards-based criteria. Familiar with Clarion Safety's reputation in the industry (with our passion for safety, we've helped clients optimize their on-product warnings for three decades), they asked to collaborate on labels for a safety gate product.

The Clarion Safety team introduced our free-of-charge label assessment process, which helps ensure compliance with today's best practices, including the ANSI and ISO standards. The assessment process also often unlocks opportunities for efficiency improvements from a sourcing perspective – saving time and money. Through a tailored assessment, we helped to update our client's label design for improved risk reduction and consolidate their labels for efficiency and cost-savings. With these solid results, they plan to make similar updates across their full product portfolio of gate products. Continue reading for an in-depth look at our client's optimization story – and learn how our assessments may benefit your company and products.

"Every day, working directly with clients across varied industries, we see examples of labels that are not up to today's standards. Look at your warnings holistically and regularly to ensure compliance – and even open the door to cost-savings."

Angela Lambert
Director of Standards Compliance
Clarion Safety Systems



The Challenge: A Label Strategy for Gates Shipped Worldwide



Before

A Partnership to Identify Label Solutions and Opportunities

In our assessment process, we listen to the client's needs, review their labels, explain best practice solutions and come up with a plan of action. There's not a one-size-fits-all way to create the best product safety labels possible. It's a process. We listen to the specific needs, goals and challenges at hand, and then recommend solutions that fall within the framework of today's best practices.

When our gate manufacturer client initially contacted Clarion Safety, they wanted to optimize one ANSI-style (with symbols and text) safety label on their product, moving towards a new "wordless" safety label format option recently allowed in a revision to the ISO 3864-2 standard; this format would simplify logistics, eliminating the need for translated safety labels across their various markets.

In our review, we uncovered that the client was applying five separate labels to various areas of their safety gate. Their labels ranged from a branded label, two regulatory-related labels, an ANSI-style 'Danger' label and a symbol-only label related to consulting the operator's manual. The Clarion Safety team identified two primary areas for improvement: 1) the main safety label failed to use a 'harmonized' design – one taking advantage of both ANSI and ISO best practices – a better fit for the product's intended market and 2) the 'wallpaper' of different warnings and messages can create confusion and lead to unnecessary printing costs.

The Solution: Consolidating 5 Individual Labels into One Effective, Compliant Design



After

A Means to Assure Compliance, Improve Efficiency and Reduce Costs

The Clarion Safety team recommended looking at all of the labels on the client's gate, redesigning one label to incorporate all of the elements of the individual labels – and doing so with design principles in line with the ANSI and ISO best practices.

After a thorough understanding of the client's needs, we designed one label that incorporated a wordless warnings approach, including an ISO-formatted symbol to call attention to reading the operator's manual, as well as the branding and regulatory information that needed to be present. This allowed them to improve their standards compliance and eliminate the need for excessive labels.

The client was able to improve their inventory management (moving from five labels to one) as well as to save \$3,000 annually in label printing costs. The client was so satisfied with the results that plans are underway to have Clarion Safety make similar recommendations for their full product portfolio.

RESULTS

- **Compliance and Best Practices:** Our approach utilized ANSI Z535-compliant messaging, standardized colors and shapes, and ISO-compliant symbols.
- **Business Efficiency:** Fewer labels means fewer vendors, cutting down on ordering and operational expenditures and improving inventory management.
- **Cost Savings:** Through consolidation, we saved our client an average of \$3,000 in annual printing costs.

Optimize Your Labels Today



Your Starting Point: A Clarion Safety Assessment

An assessment of your on-product labels from Clarion Safety can unlock a range of optimization benefits that will help improve your overall safety strategy and business efficiency. By reviewing the bigger picture, and viewing warnings and markings as a whole, your company could experience safety, efficiency and cost-savings improvements on a wider level. Try out a simple, complimentary assessment of your labels or label program by our experts.

Contact us today at 844-829-1299 or PM@clarionsafety.com to get started.

WHY CLARION SAFETY?

- Trusted expertise to meet your challenges
- Commitment to standards compliance
- World-class customer service and support
- Short lead times and fast turnarounds
- High quality for every need and application

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

