



**PRESS RELEASE
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CLARION POOL SAFETY SIGN SYSTEM PROVEN TO BE QUICKLY RECOGNIZED AND EASILY UNDERSTOOD BY VIEWERS

Water Safety Signage – Developed by Leading Experts in Safety Standards, Signage, and Aquatics – Is Only Sign System on the Market Tested for Visual Comprehension, Proven to Better Manage Risk in Aquatic Environments

Milford, PA – January 14, 2013 – Clarion Safety Systems, a leading designer and manufacturer of safety signs and safety labels, announced today that its pool safety sign system has undergone extensive comprehension testing that confirms its key symbols and signs are quickly recognized and clearly understood by viewers.

Designed with clear graphical symbols to draw attention to core safety messages and crafted to comply with the latest U.S. and international safety standards, the Clarion pool safety sign system allows swimming pool owners to better protect guests from water-related accidents and helps to shield pool facilities from liability lawsuits.

“When lives are on the line in aquatic environments, safety messages must stand out and be understood to be effective. We’ve combined standards expertise and best practice design principles in pool safety signs that don’t just look better than what’s available on the market today – they’re backed with proven comprehension testing credentials,” says Geoffrey Peckham, CEO and Director of Research & Development of Clarion Safety Systems.

Results of the comprehension tests show that the Clarion signs and symbols well-exceeded the 85 percent comprehension rate benchmark established by the American National Standards Institute (ANSI) and International Organization for Standardization (ISO) safety sign standards. These test results provide important legal documentation for pool owners who implement the pool safety sign system, demonstrating that adequate warnings were posted, should an accident occur.

“The bottom line is that there is a better way to warn than what is currently in use at aquatic facilities. Using the Clarion pool safety sign system gives pool owners the confidence to know that they have proactively reduced the liability risk for their organization and – most importantly – kept people safe,” says Peckham.

Reducing Risk, Protecting People

About Clarion's Comprehension Testing

To carry out effective, impartial comprehension testing, Clarion partnered with third-party, globally-respected experts. Applied Safety and Ergonomics, Inc., a leading organization in product and occupational safety, as well as evaluation protocols in human factors issues, designed the comprehension test study and logged the results of the tests. Testing itself was administered by the National Drowning Prevention Alliance, a non-profit organization dedicated to preventing drowning through public education, advocacy and strategic partnerships. Additional information on comprehension testing is available on the [Clarion website](#).

About Clarion's Pool Safety Sign System

Clarion pool safety sign systems are available for purchase directly from Clarion's [online pool safety catalog](#), as well as from leading commercial pool suppliers. Signs are offered in English, Spanish, and bilingual English/Spanish. They are customizable in over 30 different languages and in various sizes and finishes to meet location and climate-based considerations. Additional information on pool safety and the importance of effective pool safety signage is available on the Clarion website, and by viewing the short, 4-minute video "[Preventing Swimming Pool Accidents and Lawsuits](#)."

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.