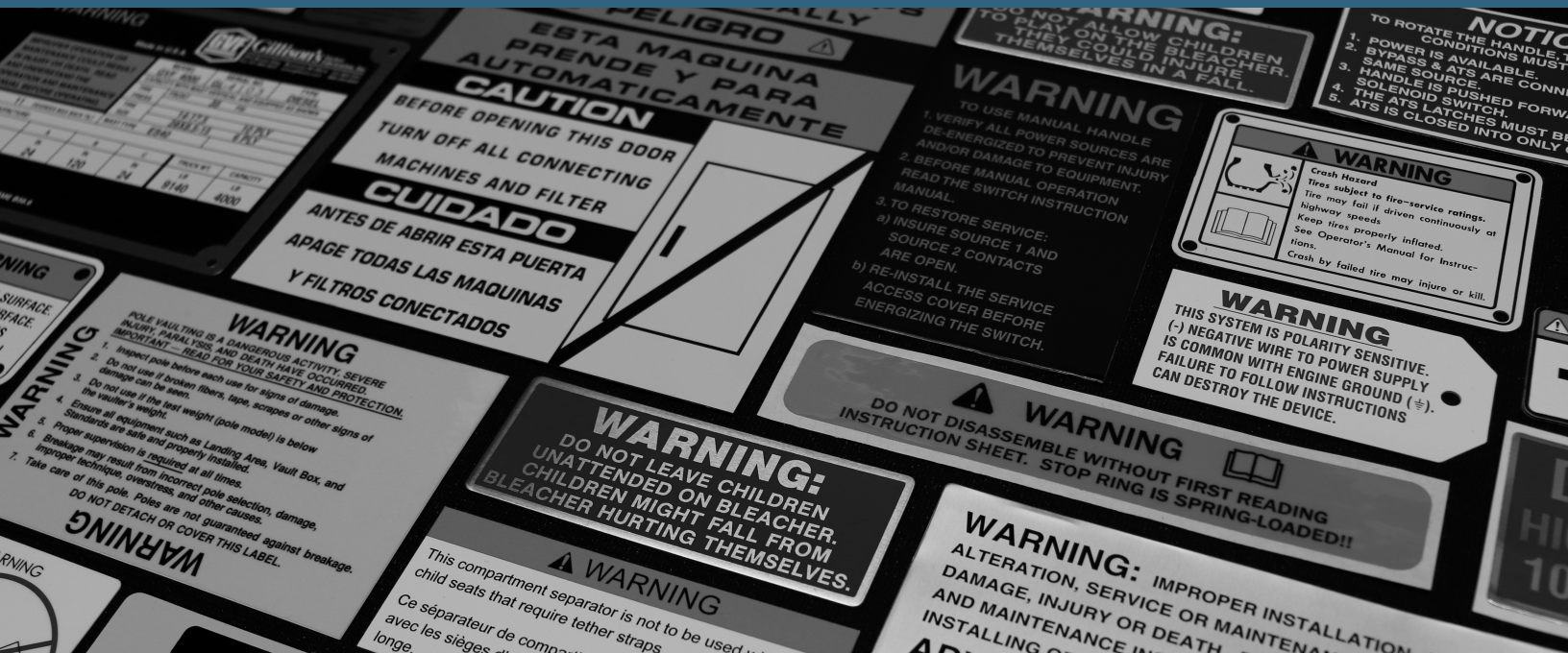
McLOONE
PRODUCT IDENTIFICATION

Customized Durable Safety & Warning Labels

For Product Liability Limitation and Risk Reduction



Are you *Confident* in your Safety Labels?

The ability of a safety or warning label to adequately communicate the potential hazards and risks is crucial. These labels play an integral role in your company's product safety and liability prevention efforts. Meaning, your company's financial well-being and consumer safety could be at risk if your safety labels are inadequate or, even worse, missing.

This eBook will walk you through McLoone's offerings for customizable, durable safety and warning labels - the materials, attachment methods, printing processes, and more.

Keep reading to make sure your safety labels are conveying the essential information regarding potential hazards and usage instructions, and what you can do to ensure safe use of your product or equipment.

Product and Safety Liability Limitation



Many times, safety labels are the only guidance users receive from the equipment manufacturers. This makes the design of safety labels critical to their effectiveness. But, it's important to note that there is as much risk in *too little* information, as there is in *too much* information.

With too many labels, confusion is inevitable. An overabundance of labels can cause the user to ignore or overlook crucial information - reducing their ability to focus on the most important hazards and precautions.

Safe Workplaces

In today's world, product design is expected to prioritize safety. Regardless of the industry or application, safety and caution information can be seamlessly incorporated into your products.



Common Applications for Safety Labels and Warning Tags:

Personal Protection | Electronics | Fall Protection

Industrial Equipment | Heavy Equipment

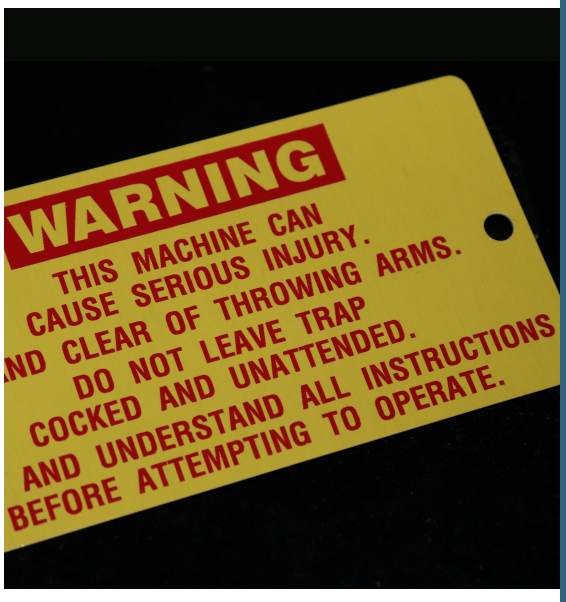
CUSTOMIZED SAFETY LABELS NEED TO BE BUILT TO WITHSTAND HARSH ENVIRONMENTS, HEAVY HANDLING, TEMPERATURE VARIATIONS, AND EXPOSURE TO CHEMICALS.



Safety Label Materials

Effective product safety labels can dramatically reduce accidents and improve safety communication, while poorly designed product safety labels can increase the dangers and hazards for both the worker and the company.

Choosing the material for a safety label means taking into consideration the type of product, application and expected performance requirements. A wide variety of materials are available for both metal and flexible substrates.



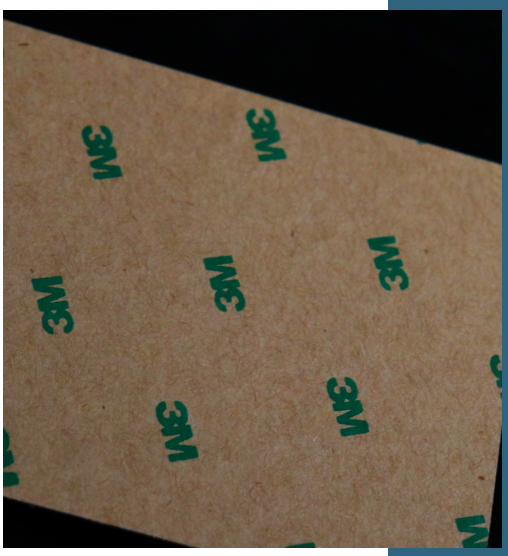
Heavy Duty Metal Labels

Warning labels made from metal are strong enough to stand up to the harshest and most extreme environments. Aluminum and stainless steel, in a range of finishes including anodized, bright, brushed, or mill finish, are available

Embossing is an option for adding dimension and permanent graphics. Secure attachment to the product is achieved with adhesive, mounting holes, or a combination of both.

Secure Label Attachment Options

An important element of warning label design is how it will be attached to the mating surface. A fully compliant label - with all the right notations, colors, and symbols is only good if it says in place as intended.



Adhesives

Whether you call them warning labels, safety labels, or decals, there are many situations where a self-adhesive option is the best way to ensure your message is seen. Important considerations include what type of surface it is sticking to and what type of environment it will be used in. *Our team will work with you to ensure a bond that will last!*



Mounting Holes

Some surfaces or environments are better suited for attachment with mechanical means. Attachment with rivets or screws can be designed into metal warning plates with configurations for single or multiple holes.



Sew-In

Some safety labels need to be attached to nylon, Kevlar, or other synthetic material. The safety label needs to resist tears and in some applications be flame retardant. In these instances, a sew-in solution is recommended. Scrim vinyl can be cut to shape but will not tear, so once it is sewn into place, the label is permanent.

Over the last several decades, product liability lawsuits based on a *"failure to warn"*, have been on the rise. This has made safety labels a *primary focal point* of equipment and product manufacturers.



PROPERLY DESIGNED LABELS

The implementation of a *custom and effective* safety label can significantly reduce the occurance of accidents. This will not only improve the equipment's overall safety record but also contribute to your company's profitability by lowering the expenses associated with product liability litigation and insurance.

POORLY DESIGNED LABELS

Failure to provide the necessary safety communication can result in accidents and injuries. Consequently, a company can incur significant costs settling or contesting lawsuits. Beyond legal ramifications, your company can face consequences like a damaged reputation, a lack of consumer confidence in your products, fines, product recalls because of regulatory non-compliance, or productivity losses.



Versatile Flexible Labels

Safety labels made from flexible material are durable enough to be exposed to indoor and outdoor use. Aluminum foil, polycarbonate, polyester, vinyl, and scrim vinyl are lightweight materials that do not tear and conform to curved surfaces.

Customization with variable data, bar codes, serial numbers, or QR codes are options for inventory control and communication of information. Safety labels can be supplied as individual parts, strips, or kits to facilitate assembly operations.



Printing Processes

A reasonable expectation for any product label is that graphics will remain clear and not fade or rub off. For warning and safety labels, this is even more important. Protective topcoats, second surface printing, and over-laminate processes are durable solutions that stand up to indoor and outdoor environments.

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Deliver the *Important* Messages!

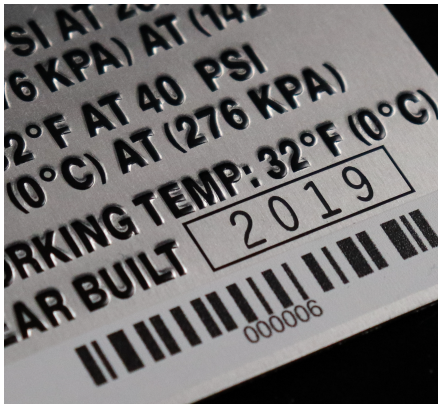
Informational symbols, text, and colors are regulated through globally reognized standards set by OSHA, ANSI, and other organizations. Clear translation of these standards on safety labels is important, and so is taking time to incorporate specific information or operational instructions that relate to your product.

We understand the importance of communicating ***your message, your way***. You know the details needed to protect equipment users, we know how to translate these into durable safety labels.

We offer a variety of customizations for your safety labels to increase effectiveness.



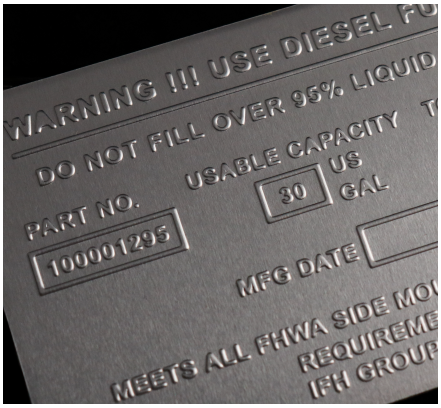
Instructions



Bar Codes



Serializations



Embossing



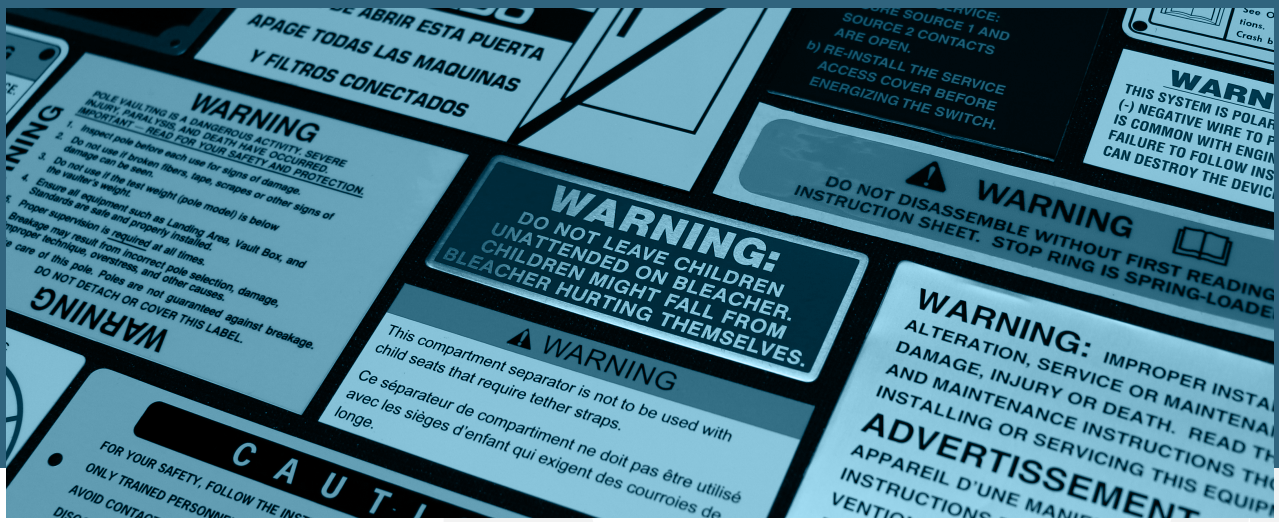
Company Logos



QR Codes

Durable Graphics Made Simple.

What you need, when you need it.



Related Resources

Check out our other blogs and eBooks for more helpful information about durable solutions for warning, caution and safety labels or nameplates.

Blogs

Safety Label Adhesive Considerations

3 Reasons Metal Warning Plates are a Better Choice

Multiple Language Warning Labels Supplied as Kits

What is Pantone?

Metal Nameplate Sizes