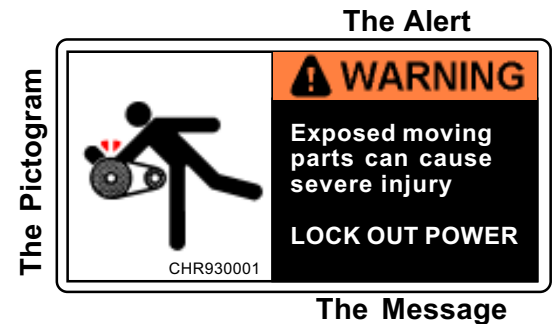


CEMA's Logic in Support of English Language Labels on OEM Equipment Destined for the U.S. Marketplace

The CEMA Safety Labels were designed as Manufacturers' Warnings to the Purchasers/Users of their equipment. The Standard CEMA Safety Label has three components: *The Alert* (Danger, Warning or Caution), *The Pictogram* (a non-verbal depiction of the conduct to be avoided), and *The Message* (words to enhance the message depicted by the Alert and Pictogram). All CEMA Messages are in English, and for a good reason.



The Alert and The Pictogram are deemed by ANSI to be sufficient to alert a purchaser and user that some hazard exists near the equipment. It is the User's Responsibility to explain and expand on the hazards that are depicted by the Safety Label, as well as other problems which may be encountered while operating the equipment, by virtue of its installation, but which might not be labeled.

A perceived safety problem arises when the workers do not speak English and cannot readily read "The Message." Some manufacturers have spoken to CEMA about putting The Message in Spanish also for U.S. markets where Hispanic speakers might constitute the majority work force. That may appear wise on the face of it but this does not really help the Manufacturer. What if the only "Chinese" (insert language) reader in an otherwise Hispanic reading plant gets hurt because he or she could read neither the English nor Spanish. The manufacturer will then be in the position of not having anticipated this problem and not having added a "Chinese" (other language) Message. Even more to the point, there are several spoken languages which have no written component - the Muong of Cambodia, who also have emigrated here and who work on conveyors somewhere in the U.S., did not have a written language until very recently. Other workers cannot read their native language, whether it is English or Spanish, or whatever.

The Meeting in Progress sign to the right reinforces the point. It was observed at the hotel that hosted the CEMA Engineering Conference in 2005. In this case, the employer expanded an english language message sign to address the different language backgrounds of the employees they have, or have had, at the hotel. This hotel has a mixed work force that probably reflects, to some extent, the varied work forces encountered in many conveying operations in the United States.

It is not the responsibility of the manufacturer to guess what might be the composition of the workforce in any particular user location. The label is a business message to the Purchaser/ User, who plans to include this equipment in his or her operation, that a hazard exists.

For that reason, CEMA policy is that all labels are provided in the common business language of the United States, English. It is up to the User to identify the language(s) of the local work force and determine how to inform those workers of the hazards depicted by The Alert and Pictogram. This should be part of the Local Safety Training Program which will include indoctrination into other problems and into safe practices. If the users determine that they should supplement The Message and The Alert in "English" with a Message and Alert in the language, or languages, of the local workforce, they can make that requirement a part of the contract with the manufacturer, or have those labels printed locally and placed on their equipment.

Meeting in Progress

"Quiet Please"

"La calma, Por favor"

"Pace petit, petit"

"Calme, s'il vous plait"

"Ruhe Bitte"

"A tranqüilidade, por favor"

"Tišina, prosim"

"安静, 满意"

"Ro, Behager"

"Tranquillo, per favore"

"Arafa, Blesio"

"和やか, 良い"

"Милухүү, Ножархүцма"

"Tichý, Být příjemný"

"Descanso, Por favor"

"Csendes, Legyen szíves"