

NEWS RELEASE**For Immediate Release**

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Brady adds Spill Response Plus absorbents to SPC product line

New absorbent is ideal for small spill applications

Milwaukee, Wis. (July 10, 2012)—[Brady](http://www.bradycorp.com) announced today that it has added Spill Response Plus (SRP) absorbents to its SPC product line. The SRP absorbent works to prevent slips, trips and falls that commonly occur in the retail, grocery and hospitality markets. This smaller absorbent is an ideal solution for spills, including perfumes, soda, soups and milk.

“The new Spill Response Plus absorbent was created to help organizations reduce injuries and accidents that result from customers and employees slipping on small spills,” says Carlo Emanuele, SPC product manager. “The absorbents are small enough that employees can carry it around in their pockets for a quick response solution.”

New product offers high absorbency and strong reliability

Brady’s SRP absorbent offers a dimpled and perforated design provides a stronger and more durable product that reduces excess absorbent usage. The SRP absorbent is also low linting resulting in a cleaner, better looking storefront.

Brady’s SPC Spill Response Plus absorbent is available in a range of materials and configurations such as pads, kits, rolls, oil only, universal and universal plus to meet a variety of spill clean-up needs.

For more information

To learn more about Brady’s Spill Response Plus absorbent or to request a FREE sample pack, visit www.BradyID.com/SPC . For a complete line of all of Brady’s spill containment products and offers, visit www.BradyID.com . In Canada, visit www.BradyCanada.ca

About Brady:

Brady Corporation (NYSE: BRC) is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Its products include high-performance labels and signs, safety devices, printing systems and software, and precision die-cut materials. Founded in 1914, the company has millions of customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Brady is headquartered in Milwaukee and employs 6,600 people at operations in the Americas, Europe and Asia/Pacific. Brady’s fiscal 2011 sales were approximately \$1.3 billion. More information about Brady Corporation is available at www.bradycorp.com.

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