

NEWS RELEASE
For Immediate Release

Media Contact: Liz Flowers, (414) 438-7067
liz_flowers@bradycorp.com

Product Contact: Chris Rutter, (414) 438-7027
chris_rutter@bradycorp.com

Tel: 414 358 6600
Fax: 414 438 6910
www.bradycorp.com

Brady Releases New Visual Workplace for Lean Enterprises Catalog
Expanded catalog offers ideas, best practices, and solutions

MILWAUKEE, Wis. (August 6, 2012) – [Brady](http://www.bradycorp.com) announced today the launch of its newly updated Visual Workplace for Lean Enterprises catalog. The new publication showcases a host of new products and provides ideas, best practices, and solutions for companies utilizing lean concepts like 5S, Total Productive Maintenance, Standard Work, and Kanban Pull Production.

The 2012 catalog offers a variety of products engineered to assist lean manufacturers in creating a visual workplace, where critical setup, operating, and inspection information is posted right at the point of use. Brady's complete solution capabilities are displayed from its full range of desktop and portable sign and label printers, to visual management workshops and services.

Newly-launched products and software are highlighted, including:

- BMP®51 Label Maker
- ToughStripe® Floor Marking Letters and Numbers
- Red Tags, Signs, and Stations
- Link360™ Procedure Writing Software
- ToughJet™ Durable Adhesive Inkjet Sheets

The catalog also includes a wide array of example images that demonstrate best practices for creating a [visual lean workplace](#). Additional resources include links to videos, demonstrations, downloadable literature, free samples, and reference guides.

For more information:

To download the Visual Workplace catalog, visit <http://www.bradycorp.com/visualworkplace>. For more information on Brady's complete line of products and offerings, 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.

###