

**NEWS RELEASE**  
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**Brady launches seven new label brands for easy performance identification**  
*New lines help with choosing the right label materials for the job*

**MILWAUKEE, Wis.** (September 26, 2012) — [Brady](#) announced today the launch of seven new brands of labels that are geared toward applications where high performance, durability, industry compliance, and adherence to specifications are requirements. The new product lines include Brady's most popular [label materials](#), which are grouped by their specific performance features – making it easier for customers to choose the product best suited for their application needs.

The brands include:

- WorkHorse™ Series Harsh Environment Labels
- MetaLabel™ Series Metalized Labels
- ToughBond™ Series Aggressive Adhesive Labels
- Defender™ Series Tamper Evident Labels
- UltraTemp™ Series High Heat Labels
- CleanLift™ Series Removable Labels
- VisAlert™ Series Indicating Labels

In addition to launching the brands, Brady is also implementing a series of icons to provide customers with at-a-glance information on performance attributes for each of the label materials. Chemical, abrasion, temperature, and indicating features are among the 13 different icons. The [label materials brochure](#) can be downloaded to learn more about the brands and accompanying performance icons.

“The new brands really display the breadth and depth of [label material](#) offerings Brady has so our customer can pick the right product for any labeling need,” said Dana Ray, marketing manager at Brady. “We determined that organizing these products into easy-to-shop brands would help create an unrivaled buying experience, which is what we always strive for.”

Brady launched the separate brand categories based on customer feedback that spoke of a need for innovative solutions to challenges faced during product identification and tracking. The company's Tobey Research Center, which is staffed by nearly a dozen PhD holders, continuously works to develop and perfect these cutting-edge solutions. Currently, Brady holds 20 material patents, with 16 more pending – leaving room for potential label brand expansion.

**For more information:**

To learn more about Brady's new [label material](#) brands, visit [www.BradyID.com](http://www.BradyID.com). For more information on Brady's complete line of products and offerings, visit [www.BradyID.com](http://www.BradyID.com). In Canada, visit [www.BradyCanada.ca](http://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](http://www.bradycorp.com).

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