

**NEWS RELEASE**  
**For Immediate Release**

**Media Contact:** Madison Smith, (414) 358-5338  
[Madison\\_Smith@bradycorp.com](mailto:Madison_Smith@bradycorp.com)

**Product Contact:** Tom Smith, (414) 438-7031  
[Thomas\\_Smith@bradycorp.com](mailto:Thomas_Smith@bradycorp.com)

Tel: 414 358 6600  
Fax: 414 438 6910  
[www.bradycorp.com](http://www.bradycorp.com)

**Brady launches “Edit This Sign” function for custom sign orders**

*- New online application function allows sign header, text, image, edits to stock signs -*

**MILWAUKEE, Wis.** (April 16, 2013)—[Brady](http://www.bradycorp.com) announced today it has officially launched its “Edit This Sign” functionality on [www.BradyID.com](http://www.BradyID.com). With the recent addition of more than 13,000 stock signs to its offering, the “Edit This Sign” feature allows users to quickly edit text and sign headers on stock signs—at no additional cost.

Brady has added the “Edit This Sign” functionality to more than 500 of its top selling stock signs, with more than 200 unique legends for customers to choose from. The functionality is available to customers for a variety of signs, ranging from [electrical hazard signs](#) to [no smoking signs](#) to [confined space signs](#) and more. Once a user clicks on the “Edit This Sign” button, they will be routed to Brady’s Safety Sign Custom Design Tool, where the stock sign is automatically pre-loaded with attributes so the user can quickly make changes.

“With the growing need to improve hazard communication and awareness, it was critical that Brady make customization even easier for our customers,” says Tom Smith, group product manager for safety and facility identification products. “By giving our customers this editing function, they can quickly and easily make the text or design changes they need to some of the most commonly used safety signs in the industry.”

Brady continues to offer custom design tools for signage, property identification tags and pipe markers for fast and easy customization. Products can be [created online with Brady’s custom design tool](#) or over the phone with your local distributor.

**For more information:**

The “Edit This Sign” feature is currently available on [www.BradyID.com](http://www.BradyID.com) or visit [www.BradyID.com/CustomSigns](http://www.BradyID.com/CustomSigns) to begin the customization process. For more information about Brady’s complete line of products and offers, visit [www.BradyID.com](http://www.BradyID.com).

**About Brady Corporation:**

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 6,900 people at operations in the Americas, Europe and Asia/Pacific. Brady’s fiscal 2012 sales were approximately \$1.3 billion. More information about Brady Corporation is available at [www.bradycorp.com](http://www.bradycorp.com).

###