

NEWS RELEASE
For Immediate Release

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Brady releases BBP®85 demonstration videos for wide range of applications
New videos provide demonstrations for quickly creating custom signs and labels

MILWAUKEE, Wis., (May 22, 2013) –[Brady](http://www.bradycorp.com) today released six how-to videos for its BBP®85 label printer. [The six videos](#) show users how to create a range of signs and labels for a variety of applications. These videos were created to provide users insight into the ease of use for the BBP85 printer, in addition to the capabilities that are available.

The new overview videos cover six distinct topics in relation to use with the BBP85 printer, including pipe marking, 2-color safety signs, safety labels using supplies with pre-printed headers, large format banner labels, BBP85 printer overview and GHS chemical labels. Each video is less than two minutes and is presented by a Brady expert.

The videos were created to provide an easy-to-understand format of the capabilities and options available to customers who have purchased a BBP®85 printer or are considering a purchase. The printer offers the ability to print 10” wide color signs and labels and an intuitive operating system and interface. [The BBP85 printer](#) is also compatible with a wide selection of industrial grade outdoor materials, specialty materials, pre-printed sign headers and rigid sign panels.

“The BBP85 videos demonstrate the capabilities of the printer and the wide range of applications it can provide solutions for, such as [GHS Hazcom labeling regulations](#) or [pipe marking](#),” says Matt Luger, senior product marketing manager. “These videos will be extremely helpful for customers looking to create extra-large custom signs and labels to improve the safety, productivity and efficiency in their facility.”

For more information

To watch the videos and to learn more about the BBP®85 printer, visit www.BradyID.com/BBP85. For Brady’s complete product offering, visit www.BradyID.com. In Canada, visit www.BradyCanada.ca.

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.

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