

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

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**Brady launches expanded Industrial, Electronic and Electrical Catalog**  
*236-page catalog features new printers, materials and product information*

**MILWAUKEE, Wis.,** (June 13, 2013) –[Brady](http://www.BradyID.com) announced today the release of its latest Industrial, Electronic and Electrical Identification Catalog. The 236-page catalog, which is available in a digital format on [www.BradyID.com](http://www.BradyID.com), features an expanded selection of printers, new materials, ribbons and a variety of usability enhancements to help customers easily locate and order the Brady products they need.

The catalog includes new Brady products that have launched since 2011, such as Brady's [BMP®51](#) and [BMP®53](#) portable printers, three new barcode scanners and the [BBP®33](#) industrial printer. A wide variety of new materials have also been added to the new catalog, including B-7646 diesel resistant permasleeve, B-472 polyimide wire wrap material, pre-printed wire and cable marking books and cards, polyimide labels and Spanish-translated emergency stop raised panel labels.

Brady has also added user enhancements to help customers find product information quickly and easily. For example, this catalog features a label-by-size index, in addition to attribute icons that identify key material features, such as abrasion resistance, heat resistance, outdoor durability, ultra-aggressive adhesive and more.

**For more information**

[View the online digital version of the new Industrial, Electronic and Electrical Catalog](#) or request a free print copy by calling a Brady representative at 1-888-272-3946 or at [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).

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