

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

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**Brady Launches Pre-Printed ToughWash™ Washdown Resistant Labels & Signs**

*Durable materials withstand harsh conditions to meet food & beverage industry safety needs*

**MILWAUKEE, Wis.** (January 7, 2014) — [Brady](#) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced the launch of its pre-printed ToughWash™ equipment labels and signs. The durability of this product line was designed to provide safety, lean and instructional messages as needed in food and beverage processing facilities while withstanding frequent washdown and sanitation processes.

“In the production setting, it’s important to visually communicate hazards, warnings and processes in order to maintain a safe and efficient workplace. This need becomes difficult in the food and beverage industry where labels and signs can pose a threat to entering the process line,” says Tom Smith, product marketing specialist for Brady. “With strong, high-temperature adhesive and customizable message options, pre-printed ToughWash labels and signs are an easy solution to achieving effective workplace visuals in a strict food safety environment.”

ToughWash labels and signs strongly adhere to stainless steel surfaces and are engineered to withstand the harsh temperatures, pressures, caustic materials and abrasive scrubbing commonly used in the food and beverage washdown process. A ToughWash metal-detectable version is also available that has the ability to be detected as foreign debris in the food stream by common metal detectors.

“ToughWash signs and labels were developed by Brady specifically for the food and beverage market. They were subjected to intense testing using real washdown processes – including temperatures up to 175°F and pressure up to 1,000 PSI – to ensure text won’t fade and labels stay intact,” adds Smith.

Pre-printed labels include custom messages, color and safety symbols specifications, and are available in three constructions:

- [B-866](#): Rigid aluminum sign material with protected graphics
- [B-863](#): Custom sign material comprised of a top-coated polyester film with an acrylic adhesive
- [B-862](#): Metal detectable custom sign material comprised of a top-coated polyester film with an acrylic adhesive

Brady also offers a variety of other products for a comprehensive workplace safety program, including print-on-demand ToughWash labels, ToughStripe® floor marking tape, absorbents and spill containment products, lockout/tagout devices, safety padlocks, signage, pipemarkers and more.

**For more information:**

Visit [BradyID.com/CustomSigns](http://BradyID.com/CustomSigns) to learn more about Brady's pre-printed custom sign products. For information on Brady's print-on-demand ToughWash labels, visit [BradyID.com/Food](http://BradyID.com/Food). For Brady's complete product offering, visit [BradyID.com](http://BradyID.com). In Canada, visit [BradyCanada.ca](http://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 2013 sales were approximately \$1.15 billion. More information about Brady Corporation is available at [www.bradycorp.com](http://www.bradycorp.com).

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