

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

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**Brady Announces Products & Resources on OSHA's Safety Sign Standard Update**  
*Expert signage solutions, advice & production capacities to align with latest ANSI signage*

**MILWAUKEE, Wis.** (February 11, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced its latest [products, resources and manufacturing capabilities](#) that support OSHA's revised signage standards for general industry and construction. Under OSHA's update, published November 6, 2013, users can now use either the latest American National Standard Institute (ANSI) standard from 2011 (ANSI Z535.1, Z535.2 & Z535.5) or the previous standard from 1967-1968.

To help customers understand and align with the latest ANSI Z535 standard, Brady's custom design and quoting teams are well-trained on the new format, including header location, pictograms and messaging needs. New signage materials are easily customized, created and shipped with Brady's reliable production capabilities. In addition, customers can benefit from a variety of educational resources that clarify and explain the ANSI sign changes.

"As the go-to resource on the latest ANSI standard, we add value to our customers by offering our signage solutions and expertise," says Tom Smith, product marketing specialist for Brady. "Along with the know-how to create effective and customized ANSI signage, we can generate quotes and proofs in a few hours or less and once approved, we can create and ship most signs as quickly as 24-48 hours."

When creating custom ANSI Z535 signage, Brady offers sign materials that meet each customer's unique environmental needs and price points:

- Rigid Materials
  - Aluminum (B-555)
  - Plastic (B-401)
  - Premium Fiberglass (B-120)
- Flexible, Self-Sticking Sign Materials
  - Economical Polyester (B-302)
  - Durable Vinyl (B-946)

Brady also encourages those impacted by the latest OSHA safety sign standards to visit [Brady's OSHA Sign Update page](#) to view and download resources, such as our ANSI Z535 Overview Video, 15-Minute ANSI Webinar, Safety Sign Standards Info Sheet and Facility Safety Signage Guide.

"While both ANSI sign formats are now supported by OSHA, the Z535 standard moves safety signage forward by creating uniform communications with more information and easily-identifiable pictograms. The updated format reaches the ultimate goal of fewer accidents in the workplace by incorporating up-to-date safety information, best practices and research data that the previous standard does not exhibit," adds Smith.

**For more information:**

To order updated signage, contact your local distributor or Brady Customer Service at [bradyusa@bradycorp.com](mailto:bradyusa@bradycorp.com) or 888-250-3082. Visit [BradyID.com/OSHA-Sign-Update](http://BradyID.com/OSHA-Sign-Update) to learn more about the OSHA safety sign update. 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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