

NEWS RELEASE
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Brady Expands Industrial Identification Solutions to Include Direct Thermal Paper Labels

New labels offer fast, simple and economical identification solution

MILWAUKEE, Wis. (February 27, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, announced today the expansion of its industrial identification offering with its new [direct thermal paper labels](#), including a permanent (B-813) option and a removable (B-816) option. As the first direct thermal solution from Brady, these labels offer an economical solution that also preserves the confidentiality of printed information.

Brady's direct thermal paper labels aid users in reducing downtime through quick material changeovers without having to change the ribbon. In addition, because direct thermal printing is ribbonless, it does not generate a carbon copy of the label's contents. This ensures printed information remains confidential. This confidentiality is ideal for applications such as evidence labeling, pharma labeling and other medical or healthcare applications.

"Expanding our identification offering with direct thermal paper labels allows us to give our customers a complete solution for their workplace," says Troy Fields, technical marketing design engineer for Brady. "Both of our new materials can be used with a range of Brady's printers, including the BradyPrinter™, PR Plus Printer and IP™ Printer."

The direct thermal labels are made of a standard, white topcoated direct thermal paper material and are ideal for a variety of identification applications, including short-term industrial ID, warehouse labeling, general barcode labeling, standard lab identification, government labeling applications and more.

For more information:

To learn more about Brady's direct thermal paper labels, visit BradyID.com or call a Brady representative at 1-888-272-3946. In Canada, visit 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.