

NEWS RELEASE
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Brady Launches High Performance Stainless Steel Tags

New stainless steel tags offer permanent wire and cable identification in harsh environments

MILWAUKEE, Wis. (March 10, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, announced today the launch of its new [stainless steel tag products](#), which can be used to permanently identify cables and wire bundles in harsh environments.

Available in 304 and 316 stainless steel, these high performance tags are designed to provide long-lasting, durable identification. They offer excellent resistance to extreme temperatures and can withstand harsh chemicals, including Xylene, Acetone and Skydrol.

“Brady’s stainless steel tags are as tough as they come,” said Justin Bergholz, regional product specialist for Brady. “They’re the ideal solution for identifying wires and cables in chemical or high heat environments that demand the highest level of durability.”

The new stainless steel tags are available in a variety of sizes for an array of permanent identification applications. Customers can order factory-customized tags that are laser-engraved or embossed with their own legends. All standard characters are included, and serialization is available at no extra cost. Blank stainless steel tags, steel cable ties and cable tie tools are also available as stock products.

For more information:

To learn more about Brady’s new stainless steel tags, visit the [wire and cable tags page](#) on BradyID.com or call Brady Customer Support at 1-888-272-3946. For Brady’s complete product offering, visit BradyID.com. 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.

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