

NEWS RELEASE
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Brady Introduces New Shadow Boards

Visually-organized shadow boards improve productivity by storing tools at the point of need

MILWAUKEE, Wis. (March 13, 2014) — [Brady](#) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced its latest visual workplace solution, [Brady Shadow Boards](#). These durable storage boards improve workplace organization and reduce non-value-added time by indicating where equipment, tools and janitorial supplies belong with professional-looking graphics.

“With easily-identifiable tool storage locations at the point of need, shift changes will become easier. The ‘shadowed’ graphics clearly show where each tool belongs so employees can efficiently put them away when preparing their workspace for the next shift,” says Tom Smith, product marketing specialist for Brady.

The Shadow Boards feature protected graphics printed on the back and sealed with a water-resistant coating to withstand frequent tool use, washdowns and temperatures up to 140°F. The transparent, ¼-inch-thick thermoplastic material (polyethylene terephthalate) is laminate-free to avoid peeling and bacteria collection – a concern in many processing environments.

Adding to the durability of the Shadow Boards, the hardware is available in either heavy-duty zinc or corrosion-resistant stainless steel. The boards include convenient mounting holes to make attaching the hardware and installing the board nearly effortless.

“By adding these visually-instructive boards to your facility, you benefit from improvements in work productivity and efficiency – especially through improved organization and reduced time spent searching for missing tools and supplies,” says Smith. “You can also avoid the headache of creating your own shadow boards by using our customized options that align with your tool size specifications, facility visual needs and lean/5S efforts.”

Brady Shadow Boards are available in seven standard board sizes to accommodate most applications and the design can be customized with company-specific artwork and themes to create standard facility visuals.

For more information:

To learn more, download the [Brady Shadow Board Info Sheet](#). 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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