

NEWS RELEASE
For Immediate Release

Media Contact: Casey Schaak, (414) 438-7029
Casey_Schaak@bradycorp.com
Product Contact: Steve Caster
Steve_Caster@bradycorp.com

Tel: 414 358 6600
Fax: 414 438 6910
www.bradycorp.com

Brady Releases LabelMark™ 6 Label Design Software

Latest software version takes the hassle out of designing and printing labels

MILWAUKEE, Wis. (March 20, 2014) — [Brady](http://Brady.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced the release of its [LabelMark™ 6](#) label design software. The new LabelMark 6 software is replacing LabelMark 5 software, offering all of the same label printing and design functions, plus some added features and an improved look and navigation.

“With a user-friendly interface, LabelMark 6 software increases productivity and decreases time spent on labeling. The new interface replicates the familiar style of Windows® 8, making the program easier to use than ever before,” says Steve Caster, global product specialist, software for Brady. “The updated design also incorporates easy-to-locate apps for creating various types of labels. That means no more searching through the program to find the right label option – simply find each app on the main screen.”

Along with improved navigation, LabelMark 6 software has enhanced label printing functions. It offers options to adjust label lengths individually, print text vertically and automatically repeat text to fill multiple lines on a label.

These new features combine with Brady’s proven interactive label creation capabilities that were standard on LabelMark 5 software. This includes data and serialization importing in just a few clicks, with the added benefit of a “check error” function for ultimate accuracy. It also has templates to print labels with fixed text or free form label designs, a job manager to combine multiple print jobs and bi-directional communications with select printers for automatic label format loading.

“With new printing benefits and usability meeting Brady’s standard software capabilities, you can quickly and easily label wires and cables, terminal blocks, control panels, laboratory equipment, voice and data equipment, and much more,” adds Caster. “This new software is enhanced by the reliability of Brady’s line of portable and desktop printers.”

For more information:

Download a [free product demo](#) or visit BradyID.com/LabelMark to learn more about Brady’s new LabelMark 6 software. 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.

#