

NEWS RELEASE
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Brady Debuts the BMP®21-PLUS Handheld Printer

New label printer combines a tough exterior with smart printing capabilities

MILWAUKEE, Wis. (March 31, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced the release of the [BMP®21-PLUS](#) handheld label printer. This new portable printer is the latest in on-the-job labelers for electrical, telecom, datacom and general industrial environments. It combines a tough exterior with smart printing capabilities for wires and cables, terminal blocks, patch panels, flat surfaces and more.

“Once you experience the unstoppable labeling power of the BMP21-PLUS printer, you are not going to want to share,” says Matt Luger, product marketing specialist for Brady. “It improves your labeling experience by bringing together the brains and the brawn needed to take on the day-to-day rigors of any job.”

The shape of the BMP21-PLUS printer has been re-engineered for enhanced durability and ergonomics, with a center balance and ridges for easy gripping and handling. The high-visibility yellow and black colors and protective rubber bumpers give the printer jobsite visibility backed by proven performance. It has passed shock and vibration testing, per MIL-STD-810G Method 5.16.6 S4.6.5, to demonstrate that it can take a beating and still perform.

Not only has the BMP21-PLUS labeler been made tougher on the outside, but it’s also even smarter on the inside. The printer features a new lithium-ion long-life battery, a large back-lit LCD display and a graphics library with 104 symbols for electric, smart home, safety and datacom applications. It also has automatic label formatting for nine common applications, including wire markers and patch panels, allowing users to simply drop in a label cartridge and begin printing – no setup required.

These elements are enhanced by the printer’s expanded material color and size options, including 70 highly-engineered material parts in 0.25-0.75 inch-wide continuous label formats. Once the label is printed and cut, the grabber feature holds onto the label and prevents it from falling out and onto the ground.

“The structural integrity and wide range of printing capabilities alone make the BMP21-PLUS printer a standout in the marketplace. Plus, when you add in its attractive entry-level price point, the printer becomes too good to pass up,” adds Luger. “What’s more, you can rest assured that your printer will remain in top working condition with the Brady360® two-year warranty that comes standard on this printer.”

Available accessories for the BMP21-PLUS label printer include a heavy duty magnet accessory for the convenience of hands-free printing and a multi-functional accessory with magnet, flashlight and retractable printer stand for easy handling.

With the release of the BMP21-PLUS printer, the current BMP21® product is discontinued. The accessories and supply cartridges for the BMP21 printer will also work in the new BMP21-PLUS printer.

For more information:

To learn more about Brady's new BMP21-PLUS printer, visit BradyID.com/BMP21Plus. 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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