

NEWS RELEASE
For Immediate Release

Media Contact: Casey Schaak, (414) 438-7029
Casey_Schaak@bradycorp.com
Product Contact: Justin Bergholz, (414) 358-6733
Justin_Bergholz@bradycorp.com

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

Brady Debuts R-4700 Thermal Transfer Ribbon for PCB Manufacturing Labeling

Ribbon, used with Brady's matte polyimide materials, eliminates need for reflow and pre-bake process prior to inline or batch wash

MILWAUKEE, Wis. (June 9, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced its [R-4700 ribbon](#) that aligns with the evolving needs of the printed circuit board (PCB) manufacturing industry. The durable ribbon is specifically designed to be used with Brady's matte finished polyimide materials (B-719, B-728 or B-729) and printed in a thermal transfer printer.

"Previously, customers had to subject labels to the reflow and prebake process, even if it wasn't required for their boards, to increase print permanency prior to exposure to inline and batch wash systems," says Justin Bergholz, regional product specialist for Brady. "Our new R-4700 ribbon, used with our polyimide label materials, removes this step. Without the need to treat labels prior to harsh wash processes, label making is more efficient and label materials are more reliable."

Brady's R-4700 ribbon is based on a resin formulation which offers the end user a high performance image when used with Brady polyimide label materials. The R-4700 Series ribbon features excellent solvent and smear resistance and high heat resistance. It is available in various sizes to be used in Brady's benchtop thermal transfer printers and is UL Recognized on various Brady labels.

For more information:

To learn more, view the [R-4700 ribbon page](#). 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.

###