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**White Paper Explains How Traceability Can
Solve Challenges & Add Value in Electronics Manufacturing**

Brady addresses the growing importance & key considerations of traceability systems

MILWAUKEE, Wis. (June 17, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today released its white paper titled "[Traceability: Solving Challenges & Adding Value in Electronics Manufacturing.](#)" The white paper responds to the growing importance of traceability systems in the electronics manufacturing industry and provides information on how a traceability system can provide the visibility needed to realize cost savings, process and product quality improvements, and more.

"While traceability has been a growing and familiar topic in reports over the past few years, the topic has become more important due to the risks of the increasingly complex supply chain," says Rob Prosser, global product manager, industrial ID materials for Brady. "The white paper provides manufacturers with valuable information on why traceability is so critical and the four key benefits of implementing a system. It also takes into account and explains the varying costs and levels of functionality manufacturers should consider when it comes to a traceability system."

Traceability systems use hardware, software and labeling components to track and provide insight into the steps of the manufacturing process that impact a final product. With a traceability system in place, manufacturers can efficiently detect and prevent defects, improve process efficiency and regulatory compliance, avoid warranty expenses and liabilities, and better provide a reliable product to customers.

For a free copy of the report, visit BradyID.com/TrackingPCB

For more information:

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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