

NEWS RELEASE
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Brady Announces New White Paper: “Understanding & Avoiding the Costly Effects of ESD”

Report addresses the impact of ESD on electronic components and selecting a label that minimizes damage

MILWAUKEE, Wis. (July 9, 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 “[Understanding & Avoiding the Costly Effects of ESD](#).” The report explains how electrostatic discharge (ESD) can cause costly failures to printed circuit boards (PCB) and electronic components, and discusses labeling considerations to reduce this damage.

“ESD is one of the electronics industry’s most costly causes of product damage and its impact is only increasing as smaller and more intricate technology is developed,” says Justin Bergholz, regional product specialist for Brady. “While electronics manufacturers are taking action to prevent products from harm, one area that is often overlooked is standard PCB and component labels. Since labels are often a source of damaging ESD events, it’s important to keep label size and features in mind to minimize product harm.”

Brady’s white paper provides valuable information on selecting an appropriate and safe labeling solution for each application. With the right product and supplier, manufacturers can reduce ESD damage, which will then decrease product failure and downtime costs, and improve product quality. Key considerations when choosing a label include label size, to minimize surface-static buildup, and electrical properties, including triboelectric charges, surface resistivity and static-delay time.

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

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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