

NEWS RELEASE
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Brady Releases “Sample Certainty” White Paper on How Specimen Labeling Impacts Productivity & Cost

Report explores current trends in science & medicine that will change the way your lab runs

MILWAUKEE, Wis. (August 26, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in product and facility identification solutions, today released its [“Sample Certainty” white paper](#). The report explains important aspects of sample labeling, including the cost of sample loss, common sample errors and best practices for labeling and tracking samples.

“As science continues to advance, the amount of samples being processed in the lab and sent between labs is growing. In order to keep these samples safe and the information on labels clear and intact, effective labeling and tracking processes must be established,” says Dana Ray, global market manager, lab and medical for Brady. “When labels fail in the middle of a research project, lab technicians and managers are faced with inconveniences ranging from minor slowdowns to major devastation. These setbacks can incur costs, impact patient care or disrupt important research, but with the proper label materials and processes in place, this problem can be avoided.”

Brady’s white paper provides valuable industry examples on how label failure impacts labs and offers effective solutions to mitigate sample loss and improve efficiency. The report explains industry regulations that are in place to improve lab practices and explores how the use of barcoding systems, label materials designed for lab environments and printed label information can reduce sample errors.

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

For more information:

For Brady’s complete product offering, visit BradyID.com. In Canada, visit BradyCanada.ca.

About Brady Corporation:

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Brady’s products help customers increase safety, security, productivity and performance and include high-performance labels, signs, safety devices, printing systems and software. Founded in 1914, the company has a diverse customer base in electronics, telecommunications, manufacturing, electrical, construction, medical and a variety of other industries. Brady is headquartered in Milwaukee, Wisconsin and as of July 31, 2013, employed approximately 7,400 people in its worldwide businesses. Brady’s fiscal 2013 sales were approximately \$1.15 billion. Brady stock trades on the New York Stock Exchange under the symbol BRC. More information is available on the Internet at www.bradycorp.com.

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