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Media Contact: Casey Schaak, (414) 438-7029
Casey_Schaak@bradycorp.com
Product Contact: Robert Prosser, (414) 358-4507
Robert_Prosser@bradycorp.com

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

New Infographic Explains the Value of Traceability in Manufacturing

Brady offers insight into how traceability can save time and money and improve brand integrity

MILWAUKEE, Wis. (August 27, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced its new infographic “[Find the Value of Traceability in Manufacturing](#).” Through statistics and visuals, this infographic explains the need for and value of an effective traceability system.

“For electronics manufacturers, traceability is becoming an increasingly important topic due to the complexity of the supply chain,” says Rob Prosser, global product manager, industrial ID materials for Brady. “Traceability systems are an essential way for manufacturers to decrease product defects and recalls, reach global compliance and reduce production costs.”

Brady’s traceability infographic explains what traceability is and why it is needed in electronics manufacturing. It also provides information and statistics on the value of an effective traceability system and provides next steps for a company planning to implement a system.

To learn more, 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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