

NEWS RELEASE
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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 Releases New Infographic on PCB Label Properties & Processes

Gain insight into how to choose a label to meet auto-apply, wash process & tracking needs

MILWAUKEE, Wis. (August 29, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced its new infographic "[PCB Labels: Properties You Need for Your Process](#)." The infographic provides valuable information on printed circuit board (PCB) labeling, in a visual and intuitive format.

"When it comes to labeling electronic components, it's essential to find the right material that meets your processing needs, stays intact and keeps products safe," says Justin Bergholz, regional product specialist for Brady. "That means taking wash systems, label application and tracking processes into consideration, as well as the need for ESD damage mitigation."

Brady's PCB labeling infographic offers information on high temperature resistant and electrostatic discharge (ESD) label properties, and compares labeling to direct product marking. It also explains the conditions of inline and batch washes, and labeling needs for auto-apply compatibility, barcoding and traceability systems.

To learn more, 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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