



Brady Corporation

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NEWS RELEASE
For Immediate Release

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Brady to Attend the 2014 ASSEMBLY Show

Company to showcase polyimide labels and traceability solutions, and giveaway BMP®21-PLUS handheld labelers

MILWAUKEE, Wis. (October 23, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced it will attend the 2014 ASSEMBLY Show. The event will take place October 28-30, 2014, at the Donald E. Stevens Convention Center in Rosemont, Ill. Brady will exhibit at booth #644.

At the show, Brady will showcase its electrics assembly industry solutions, including:

- [ESD labels](#) – designed to protect the static-sensitive components of circuit boards
- [Traceability solutions](#) – critical components of a traceability system to improve productivity and reduce defects.

Show attendees can visit Brady at booth #644 to enter for a chance to win a free BMP®21-PLUS handheld label printer.

For more information:

To learn more about Brady's polyimide labels before the show, contact Brady at 1-888-272-3946 or bradyusa@bradycorp.com. 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 people, products and places. 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, education, medical, aerospace and a variety of other industries. Brady is headquartered in Milwaukee, Wisconsin and as of August 1, 2014, employed approximately 6,400 people in its worldwide businesses. Brady's fiscal 2014 sales were approximately \$1.23 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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