



Brady Corporation

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NEWS RELEASE
For Immediate Release

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Brady Announces Free 20-Minute Printer Demo

In a live demo, see the full capabilities of the BBP®31 industrial sign and label printer for yourself

MILWAUKEE, Wis. (October 30, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced the [BBP®31 printer demo](#), the first in a series of free, 20-minute demos showcasing its line of reliable and user-friendly printers.

Brady's [BBP31 industrial sign and label printer](#) features a wide range of ultra-durable sign and label materials for any application. It offers hundreds of color, size and material options to easily create workplace visuals, including pipe markers, GHS labels, equipment identification, warning signs, 5S visuals and much more.

"We talk about how simple, fast and powerfully versatile our BBP31 printer is – and now you don't just have to take our word for it, you can see it yourself," says Lori Aeschbacher, global product manager for benchtop printers at Brady. "The printer demo series is our way to show you exactly how our products work. With a webinar format, you simply sign up for one of the six available sessions, then watch the live demonstration to learn the ins and outs of the printer and have any questions answered right there and then."

The printer demo will include an application overview, label creation tutorial, printer features and support, available label supplies and a question and answer session.

[Sign up](#) for a BBP31 printer demo today!

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 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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