



Brady Corporation

6555 West Good Hope Road
P.O. Box 571
Milwaukee, WI USA
53201-0571

NEWS RELEASE
For Immediate Release

Media Contact: Casey Schaak, (414) 438-7029
Casey_Schaak@bradycorp.com
Product Contact: Courtney Bohman, (414) 358-6735
Courtney_Bohman@bradycorp.com

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

Brady Adds Three New Absorbent Mats to its SPC Product Line

High-performance mats combine absorbency with durability to help prevent slips, trips and falls

MILWAUKEE, Wis. (February 25, 2015) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced it added three [new absorbent mats](#) to its line of high-performance SPC products. Specifically designed for high-traffic areas, these absorbents incorporate durability features, such as barrier and adhesive backings, to prevent tearing in the presence of foot and forklift traffic.

“Brady SPC absorbents are a go-to solution to quickly clean up routine leaks, drips and spills,” says Courtney Bohman, product marketing specialist at Brady. “Our newest mats are designed to keep aisles and walkways cleaner and safer while providing employees with surer footing as they complete their tasks.”

The three new absorbent mats include:

- [Adhesive Mat](#) – Designed with a tacky underside that can easily be adhered to and removed from walkways
- [High Visibility Barrier-Backed Mat](#) – Combines caution printing, absorbency and durability to draw attention to high risk areas
- [High Traffic \(HT\) Barrier-Backed Mat](#) – Blends absorbency with subtle safety messaging in a universal construction perfect for general use

Brady's SPC absorbents and spill containment products help keep employees and work environments safe from unexpected spills, leaks, drips or other accidents. They feature high absorbency and durability across the line and are available for cleaning up oil, water and chemical based spills.

To learn more, visit BradyID.com/SPC

For more information:

For Brady's complete product offering, visit BradyID.com.

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.

#