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NEWS RELEASE
For Immediate Release

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Brady Purchases Pantec GS Systems' SWIFT™ Security Hologram Applicator
In-line, high-speed hot stamping technology produces secure brand protection labeling solutions

MILWAUKEE, Wis. (March 26, 2015) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced that its [brand protection business](#) has purchased the SWIFT™ foil saver and hologram unit from Pantec GS Systems. The SWIFT unit will be used to meet an increasing demand in anti-counterfeiting labeling solutions from Brady's customers.

"Brady views Pantec GS Systems as the technological leader in the hot foil stamping industry and we're excited to have installed the SWIFT unit into our secure production environment," says Chet Kiedrowski, senior manufacturing engineer for Brady Brand Protection. "It will increase our capacity for security hologram label manufacturing, while also improving our overall efficiencies, allowing us to provide our customers with high-quality, cost-effective labeling solutions."

The SWIFT hologram applicator will be located at Brady's secure manufacturing facility in Milwaukee, Wisconsin. Both this location and Brady's Singapore facility operate under the ANSI/NASPO SA-2008 security standard. The Milwaukee location has been certified by North American Security Products Organization (NASPO) since 2004 and the Singapore location was certified in 2006, making Brady the first company outside of North America to receive NASPO certification.

For More Information

To learn more about Brady's brand protection solutions, visit BradyBrandProtection.com. 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.

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