



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: Jason Brunner, (414) 526-6983
Jason_Brunner@bradycorp.com

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

Brady Announces New ToughWash® Plastic Encapsulated Signs and Tags

Durable, washdown-resistant workplace visuals help improve food processing operations

MILWAUKEE, Wis. (May 4, 2015) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in product and facility identification solutions, today released its [ToughWash® Plastic Encapsulated Signs and Tags](#). With a one-piece construction and sub-surface graphics, these products are designed to withstand harsh washdown conditions to allow for workplace visuals on the production floor.

“Food processors face significant challenges related to workplace safety, regulatory compliance, operational efficiency and food safety. While most manufacturers use workplace visuals to communicate these issues to their employees, food processors have typically stayed away from visuals due to the washdown environment and food safety concerns,” says Jason Brunner, food and beverage market manager for Brady Corporation. “Our ToughWash signs and tags with metal or x-ray detectable properties were designed to give food processors a better option for visuals that will withstand their environment.”

Brady’s Plastic Encapsulated Signs & Tags feature:

- [Full color, high resolution printing](#) – Clear graphics and easy-to-read, professional looking visuals.
- [Formulated Metal or X-Ray Detection](#) – Integrates a detectable resin into the sign or tag.
- [Injection Molded Plastic Construction](#) – Withstands high-pressure water, chemicals and abrasion to enhance durability.
- [Sub-Surface Graphics](#) – Protects graphics and print from water, chemicals and abrasives to enhance sign longevity.

By having durable visuals on the shop floor, employees can have procedural and safety information right at the point of need to help support both compliance and safety. These signs and tags are available in both stock and custom options, with a variety of size and graphic options, such as variable images and serialization.

[Request a sample pack](#) and try them for yourself.

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.

#