

NEWS RELEASE
For Immediate Release

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Brady introduces the BBP85 Sign and Label Printer for large-format, multicolor printing

- New industrial printer offers simple operating system, multicolor printing and ten inch wide output -

MILWAUKEE, Wis. (March 4, 2013) [Brady](#) today introduced the [BBP®85 Sign and Label Printer](#), its all-new large-format, multicolor thermal transfer printer. The BBP®85 Printer has an exceptionally easy-to-use touch-screen interface and can print multicolored signs and labels up to 10 inches wide. Combined with Brady materials that last in challenging indoor conditions and up to 10 years outdoors, the BBP®85 Sign and Label Printer offers the optimal in-house printing solution for custom safety and facility identification.

“The BBP®85 printer opens the door for high visibility labeling capabilities, cost savings, time savings, and improved training efficiencies” said Matt Luger, Brady’s senior product marketing manager. “If customers don’t have the time or budget to order custom signs, they can make their own high quality visuals right at their facility in a matter of minutes.”

The new printer comes with Brady’s fastest, easiest operating system to date. Its touch-screen interface makes label design fast, simple and accessible. It is also pre-programmed with convenient applications for creating common visuals such as pipe markers, arc flash labels, GHS labels, and right-to-know chemical signs.

“Anyone on your team can walk up to this printer and make signs and labels with little to no training,” said Luger. “It completely changes what you expect from an industrial desktop printer. This is the Hassle Free printer experience.”

With such an intuitive operating system and large multi-color output, the BBP®85 printer is an ideal system for companies that have multiple printer users – especially during lean, 5S and kaizen labeling events. Every team member can have the capability to create effective, full color signs and labels, whenever and wherever they are needed throughout the facility.

In addition to its simple operating system, the BBP®85 printer offers an extensive list of advanced design and print capabilities. It has over 300 built-in symbols, hundreds more pictograms, three barcode symbologies, and 11 operating languages. There is a convenient USB port for sharing and uploading files, as well as an Ethernet port for easy networking. Users can import their own files, logos, and standard fonts, or connect the printer to a PC for even more design flexibility by using Brady’s [MarkWare™ Facility Identification Software](#).

Continuing Brady’s commitment to high performance materials, the BBP®85 printer offers an expansive list of industrial grade material options. These materials lead the industry in durability and offer an aggressive adhesive that sticks to nearly any type of surface – indoors or outdoors. The BBP®85 Sign and Label Printer can print on vinyl, polyester, glow-in-the-dark, reflective and other specialty materials. Pre-printed sign headers are also available to help users design and print common safety, facility and compliance visuals even faster. These visuals can easily be adhered to blank signs to create a custom rigid sign in minutes.

For more information:

To learn more about the new BBP®85 Sign and Label Printer, visit www.BradyID.com/BBP85. For more information about Brady's complete line of products and offers, visit www.BradyID.com. In Canada, visit www.BradyCanada.ca.

About Brady Corporation:

Brady Corporation (NYSE: BRC) is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Its products include high-performance labels and signs, safety devices, printing systems and software, and precision die-cut materials. Founded in 1914, the company has millions of customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Brady is headquartered in Milwaukee and employs 6,900 people at operations in the Americas, Europe and Asia/Pacific. Brady's fiscal 2012 sales were approximately \$1.3 billion. More information about Brady Corporation is available at www.bradycorp.com.

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