

NEWS RELEASE
For Immediate Release

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Brady Adds New High Visibility, Absorbent Safety Mat to SPC Product Line
Improve fall protection and absorb spills with new attention-grabbing mats

MILWAUKEE, Wis. (February 5, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced the addition of a new [high visibility safety mat](#) to its SPC line of products. This highly absorbent safety mat is for all-purpose industrial applications and its yellow caution color and printed message visually warn workers of potential risks.

“With fall protection as the number-one OSHA cited violation in 2013, reducing the number of slips, trips and falls is an essential priority for many facilities,” says Carlo Emanuele, global product manager for absorbents and spill control for Brady. “Our new high visibility safety mats act as both a hazard alert sign and an absorbent. By incorporating warnings and messages right at the point of a leak, drip or spill, workers can easily identify the risk and use caution. This approach helps significantly reduce the threat of slips, trips and falls in the workplace, leading to improved OSHA compliance and employee safety.”

Along with the added element of hazard symbols printed on the mat, Brady SPC’s high visibility safety mat comes with the same high absorbency and durability that spans all SPC absorbents. The mat uses a three-ply SMM construction (spunbound coverstock with two layers of meltblown polypropylene) with a low linting material that will not react to aggressive fluids. To improve safety and easy separation of hazardous waste, the mats are color-coded for hazardous chemicals or all-purpose fluids.

“Combining absorbency with color and visuals, our new high visibility safety mats take workplace safety to the next level – essentially creating a caution sign and an absorbent in one,” adds Emanuele.

For more information

To learn more about high visibility safety mats and Brady’s SPC products, visit www.BradyID.com/SPC. For Brady’s complete product offering, 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 2013 sales were approximately \$1.15 billion. More information about Brady Corporation is available at www.bradycorp.com.