

NEWS RELEASE
For Immediate Release

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Brady Launches MetalPhoto® Anodized Aluminum Tags

High-performance material offers permanent identification and asset tracking solution

MILWAUKEE, Wis. (March 7, 2014) — [Brady](#) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced the release of its [MetalPhoto® anodized aluminum tags](#). Made of photosensitive anodized aluminum, these reliable custom tags and labels are designed to work with asset tracking systems and remain readable in extreme environments.

“Brady’s MetalPhoto tags are exceptionally durable, long-lasting and always readable. The high performance material has been tested and proven to maintain its appearance and functionality for more than 30 years outdoors,” says Justin Bergholz, product marketing specialist for Brady. “As the leading material for your asset-tracking needs, our MetalPhoto tags are used for barcode labels, asset ID tags, long-term asset tags, indoor and outdoor signage, equipment labels and more.”

MetalPhoto labels and tags have high-resolution, high-contrast graphics made of metallic particles that are sealed with an anodic layer. This protection, combined with the rigid aluminum base, ensures that the labels have exceptional resistance to abrasion, intense temperatures up to 650°F, UV exposure, chemicals and solvents. The protected image is more precise and permanent compared to engraved or printed labels.

Available in rigid tag form or backed with pressure sensitive adhesive, MetalPhoto tags can be made in a wide range of sizes and customized to include barcodes, QR codes and company logos. Using MetalPhoto for automated data collection improves accuracy by eliminating the errors caused by manual collection.

Brady’s MetalPhoto tags meet an array of commercial, government and military specifications, including GGP-445B, CSA 111331, File 7921, MIL-STD-130N, MIL-A-8625F and MIL-DTL-15024F.

For more information:

Request a [FREE sample](#) today to see Brady’s MetalPhoto material for yourself. To learn more about MetalPhoto labels and tags, visit BradyID.com/MetalPhoto. For Brady’s complete product offering, visit BradyID.com. In Canada, visit 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.

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