

NEWS RELEASE
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Brady Announces the BMP®21-LAB Handheld Printer

New label printer is a quick and easy-to-use solution for lab applications

MILWAUKEE, Wis. (May 6, 2014) — [Brady](#) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced the release of the [BMP®21-LAB handheld label printer](#). Combining a tough exterior with smart printing capabilities, this portable printer is designed for in-the-lab labeling of slides, straws, dishware, bottles, vials and tubes.

“Our latest handheld printer improves the labeling experience by combining ease of use with industry-specific labeling features – all at an affordable, entry-level price point for labs on any budget,” says Dana Ray, global market manager, lab and medical for Brady. “The BMP21-LAB printer is a powerful tool built for quick and efficient label making in diagnostic, clinical, academic research, environmental and biotech labs.”

Label materials for the BMP21-LAB printer are available for lab-specific applications, such as cryo vials and slides, and are built to withstand harsh lab environments, including -196°C temperatures, autoclaves, and isopropyl alcohol and methyl ethyl ketone chemicals.

For improved lab organization, the label material selection includes a wide variety of highly engineered parts with a range of color and size options. The printer’s drop-lock-and-print technology enables users to simply insert the desired label cartridge and begin printing – no setup required. Once the label is printed and cut, the grabber feature prevents the label from falling out and onto the ground.

Adding to its ease of use, the BMP21-LAB printer is loaded with commonly used Greek symbols, automated serialization and time and date stamp capabilities. It features built-in bar code symbols that improve accuracy and label quality by providing more information on a smaller footprint. The labeler also has a vial label shortcut key that automatically cuts labels according to vial and tube sizes.

The many smart capabilities of the BMP21-LAB printer are enhanced by its re-engineered exterior. The new design is built for durability and ergonomics. It has a center balance, ridges and protective rubber bumpers for easy gripping and handling.

“Once you try this lightweight printer with built-in lab symbols and clear, crisp labels that last, you’ll never use a pen again,” adds Ray. “The BMP21-LAB printer also comes with the Brady360® two-year warranty to ensure it remains in top working condition. Add to that a convenient price point and you’ll want one at every station in your lab.”

With the release of the BMP21-LAB and BMP®21-PLUS printers, the current BMP21® product is discontinued. The accessories and supply cartridges for the BMP21 printer will also work in the new BMP21-LAB printer.

For more information:

To learn more about Brady's new BMP21-LAB printer, visit BradyID.com/BMP21LAB. 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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