

NEWS RELEASE
For Immediate Release

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Brady Brand Protection Purchases New HP Indigo Digital Printing Press

High-capacity digital press produces high-quality, narrow-web labels and packaging solutions

MILWAUKEE, Wis. (May 27, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced that its [brand protection business](#) has purchased the HP Indigo WS6600 Digital Press. The press will be used to meet an increasing demand in security printing from Brady's customers.

"The HP Indigo digital press is an excellent addition to Brady's line of anti-counterfeiting and brand protection solutions," says Matt Williamson, president, Identification Solutions for Brady. "It increases our capacity and expertise in this area and supports the continued growth of our business. In addition, this advanced piece of printing technology enhances our ultimate goal of helping customers protect their products."

Offering robust variable data printing capabilities and Indigo ElectroInk, the HP Indigo WS6600 forms sharper features than other digital printing methods. This gives Brady the ability to create more secure labels with higher resolution fine-line guilloche patterns, hidden images and microtext as small as 0.7-point font. The press can also be integrated with a variety of creation and inspection security solutions available from some of the world's leading providers.

The HP Indigo WS6600 will help support Brady's printing of digital authentication tracking codes, such as HP's Global Product Authentication Services (GPAS). As a foundation partner with HP GPAS, Brady offers this cloud-based brand protection service, which enables consumers and supply chain partners to instantly verify the authentication of products using smart phones. It also provides brand owners with supply chain tracking and real-time analytics driven by a customizable business rules engine.

"Brand protection is a top-of-mind concern to all brand owners and marketers," said Yishai Amir, vice president and general manager, Americas Graphics Solutions Business, HP. "With the installation of the HP Indigo WS6600, the company's seventh HP Indigo digital press, Brady can continue combatting counterfeiting and, by taking advantage of a variety of value-added capabilities on the press, it is poised to service the future needs of its customers."

The printing press will be located at Brady's secure manufacturing facility in Milwaukee, Wis. Both this location and Brady's Singapore facility operate under the ANSI/NASPO SA-2008 security standard. The Milwaukee location has been certified by North American Security Products Organization (NASPO) since 2004 and the Singapore location was certified in 2006, making Brady the first company outside of North America to receive NASPO certification.

For more information:

To learn more about Brady's brand protection solutions, visit BradyBrandProtection.com. For Brady's complete product offering, visit BradyID.com.

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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