

**NEWS RELEASE**  
**For Immediate Release**

**Media Contact:** Carole Herbstreit, (414) 438-6882  
[carole\\_herbstreit@bradycorp.com](mailto:carole_herbstreit@bradycorp.com)

Tel: 414 358 6600  
Fax: 414 438 6910  
[www.bradycorp.com](http://www.bradycorp.com)

**Brady Corporation Selected by Airbus to Supply Integrated RFID Nameplates for Internally Produced Parts as Part of its Traceability Automation Program**

**MILWAUKEE, Wis.** (May 28, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a leading manufacturer and marketer of high-performance identification products, has been chosen by Airbus to provide flexible print-on-demand RFID integrated nameplates to wirelessly identify and track its internally produced flyable parts throughout an aircraft. The tags also store information about component history.

The integrated solution was the result of a joint development between Brady and Tego, Inc., a leader in next generation RFID (radio frequency identification), to leverage Brady's core competency in high-performance materials designed to withstand extreme environments and Tego's rugged, high-memory chip technology. RFID integrated nameplates represent the next generation of tags that significantly simplify and expands RFID applications in the aerospace industry.

With RFID tags, airplane parts and their histories can be tracked throughout their lifecycle with significant reduction in manual and paper administration. Using a hand-held reader, maintenance and other workers can gather information about component age, repair history and maintenance schedules without needing direct line of sight to individually check hundreds of components in each aircraft.

"This latest contract for flexible RFID integrated nameplates signifies the adoption of rugged, high-memory identification solutions in the aerospace industry," said Timothy Butler, CEO of Tego, Inc.

"Brady is poised to engage its global sales and technical support network to assist Airbus professionals anywhere in the world," said Matt Williamson, president of Brady's Identification Solutions business. "We are committed to on-going support of Airbus, as well as our collaboration with Tego, as the expansion of RFID in the Airbus fleet continues to revolutionize component identification and tracking in the avionics industry."

**About Brady Corporation**

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Brady's products include high-performance labels, signs, safety devices, printing systems and software, and precision die-cut materials. Founded in 1914, the company has a diverse customer base in electronics, telecommunications, manufacturing, electrical, construction, medical and a variety of other

industries. Brady's fiscal 2013 sales were approximately \$1.15 billion. The company is headquartered in Milwaukee, Wisconsin and as of July 31, 2013 employed approximately 7,400 people in its worldwide businesses. Brady stock trades on the New York Stock Exchange under the symbol BRC. More information is available on the Internet at [www.bradycorp.com](http://www.bradycorp.com).

**About Tego, Inc**

Tego's rugged high-memory RFID solutions, including best-in-class semiconductor chips, tags, and application software are creating distributed interconnected smart assets that communicate wirelessly and without batteries. With the ability to read and write information directly on assets, organizations can automate processes, make intelligent decisions at the point of use, and know immediately the history, condition and status of any asset. Today, through Tego innovation, smart asset capabilities are providing solutions previously not possible or imaginable. Tego, founded in 2005, is based in Waltham, MA. For more information, visit [www.tegoinc.com](http://www.tegoinc.com)

###