

NEWS RELEASE
For Immediate Release

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Brady Offers New Specimen Labeling Material Sample Pack

Try 17 of Brady's label materials uniquely engineered for lab equipment and processes

MILWAUKEE, Wis. (September 25, 2014) — [Brady](#) (NYSE:BRC), a global leader in product and facility identification solutions, today released its new [General Lab Industry Sample Pack](#). The sample pack is free to order and offers Brady specimen labeling materials designed for straws, slides, vials, tubes, dishware and general labeling, as well as cryo and histology applications.

“You work too hard to lose your research because of a label problem. That’s why Brady’s specimen labels are proven to withstand harsh lab conditions,” says Dana Ray, global market manager, lab and medical for Brady. “The label materials are engineered to stay intact and always readable throughout your research process, helping you improve productivity in your lab. Don’t just take our word for it – with our sample pack, you can put the labels to the test right at your own facility.”

Brady’s General Lab Industry Sample Pack offers 17 different label materials with a guide for which material works best for each lab application.

For more information:

Request a [free sample pack](#) today. For Brady’s complete product offering, visit BradyID.com. In Canada, visit BradyCanada.ca.

About Brady Corporation:

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect people, products and places. Brady’s products help customers increase safety, security, productivity and performance and include high-performance labels, signs, safety devices, printing systems and software. Founded in 1914, the company has a diverse customer base in electronics, telecommunications, manufacturing, electrical, construction, medical and a variety of other industries. Brady is headquartered in Milwaukee, Wisconsin, and as of July 31, 2013, employed approximately 7,400 people in its worldwide businesses. Brady’s fiscal 2013 sales were approximately \$1.15 billion. Brady stock trades on the New York Stock Exchange under the symbol BRC. More information is available at www.bradycorp.com.

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