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

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**Brady Releases “Labeling of Biological Specimens” Whitepaper**

*Report explores the specimen labeling standards recommended by the National Cancer Institute*

**MILWAUKEE, Wis.** (October 28, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in product and facility identification solutions, today released its [“Labeling of Biological Specimens” whitepaper](#). The report provides the necessary technical and product-related information to be able to standardize labels used on various types of biological specimens collected by the National Cancer Institute (NCI) and their collaborators for NCI-directed studies.

“When it comes to research, testing and collaboration between labs, it’s essential to establish a standardized labeling method,” says Dana Ray, global market manager, lab and medical for Brady. “Our latest whitepaper provides valuable information on the exact label specifications, supplies and equipment needed to effectively label and store biological specimen at the different temperatures commonly used by the NCI. With a labeling standard in place, research and testing can be more productive and efficient.”

Brady’s whitepaper outlines the technical and product-related information that will help optimize sample identification according to the NCI standards. It includes label configurations of four common specimen vessels, preferences for size, readable information and 2D barcodes, and suggested tools for printing, data collection and software.

For a free copy of the report, visit [BradyID.com/lab](http://BradyID.com/lab).

**For more information:**

For Brady’s complete product offering, visit [BradyID.com](http://BradyID.com). In Canada, visit [BradyCanada.ca](http://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, education, medical, aerospace and a variety of other industries. Brady is headquartered in Milwaukee, Wisconsin and as of August 1, 2014, employed approximately 6,400 people in its worldwide businesses. Brady’s fiscal 2014 sales were approximately \$1.23 billion. 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).

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