



Brady Corporation

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NEWS RELEASE
For Immediate Release

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Brady Releases 120 New Parts for the BBP®33 Label Printer
New label offering includes expanded range of size and materials options

MILWAUKEE, Wis. (November 13, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced [120 new label parts](#) for the [BBP®33 label printer](#). The expansion of label size and material options enhances the capabilities of the printer and brings the total number of available parts to over 550 parts in 44 materials.

“The BBP33 label printer is incredibly simple to use, powerful and brilliantly fast – exactly what label making should be. With its unique drop-in ribbons and label rolls, 20-second material changeovers and ability to print on the first label, users are free from difficult, time-consuming setups and wasted materials from calibration,” says Matt Luger, product marketing specialist for Brady. “With the addition of a variety of new label parts, users will continue to benefit from quick and easy label creation for even more applications.”

A few notable additions to the new part offering:

- Popular “split two-up” sleeves in Brady’s B-342 PermaSleeve® wire marking material
- Larger polyester and metalized polyester labels for panel and rating plate marking
- Additional standard polyester labels in B-423 polyester
- New B-422 aggressive polyester for rough and highly textured surfaces
- Frequently requested B-437 Tedlar® wire marking material

The BBP®33 printer is an industrial label printer for a range of applications, including GHS labels, wire and panel ID, safety and arc flash labels, rating plates and circuit board labels, production line facility labels, pipe markers, 5S labels and more.

Check out the BBP33 printer and its parts today at BradyID.com/BBP33

For more information:

For Brady’s complete product offering, visit BradyID.com.

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.

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