



Brady Corporation

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NEWS RELEASE
For Immediate Release

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Brady Announces New Portable Printer Trade Up Promotion

Receive a free BMP®41 or BMP®51 printer by trading in a qualifying printer and purchasing 12 label cartridges

MILWAUKEE, Wis. (January 27, 2014) — [Brady](#), a global leader in product and facility identification solutions, today announced its [portable printer trade up promotion](#). Users can receive a free BMP®41 or BMP®51 printer by trading in a qualifying competitive printer and purchasing 12 BMP41 or BMP51 label cartridges.

“We’re giving printer users the unique opportunity to trade up to a better labeling experience,” says Matt Luger, product marketing specialist for Brady. “If you’re frustrated with your current printer and need a reliable, high-quality printer, now is your chance. By sending in your old printer and purchasing 12 of the label cartridges you need, we’ll give you the printer to use them in for free. This is a great way to upgrade and get more out of your day-to-day labeling tasks.”

Here’s what you’ll need to do:

1. Have a competitive printer and serial number
2. Copy of the invoice or receipt for the purchase of twelve 12 BMP®41 or BMP®51 label cartridges
3. Complete online request for a free printer
4. Send us your old printer

[Learn more and get your free printer now!](#)

For more information:

To view Brady’s full 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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