

NEWS RELEASE: For Immediate Release

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Brady Announces the BBP®30 Sign & Label Printer

New high performance industrial printer offers ease-of-use and application versatility

MILWAUKEE, Wis. (February 10, 2016) — Brady (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today released its BBP®30 Sign and Label Printer. This printer offers improved performance and versatility in a compact, easy-to-use printer.

“When you need an entry-level benchtop printer that’s easy to use, while offering improved speed, quality and performance, the BBP30 printer is an ideal solution,” says Lori Aeschbacher, global product manager for Brady. “Its compact size and wide range of printing supplies means you can easily print single-color labels for nearly any safety and facility identification need – right at your own workplace.”

The BBP30 printer features:

- **Compact and efficient design:** For faster print speeds with a smaller footprint.
- **User-friendly functionality:** Easy-to-load tapes and labels with automatic label set up and no calibration, and compatibility with Brady Workstation label creation apps.
- **Application versatility:** 100s of durable materials that are ideal for single-color applications, including pipe identification, 5S labels, panel labels, equipment labels, emergency egress marking, pre-printed die-cut labels for safety and warning signs, GHS labels, arc flash labels and more!

The BBP30 printer and "B30" label supplies will serve as a replacement for the MiniMark™ label printer and supplies. MiniMark printer models are now obsolete.

Learn more at BradyID.com/BBP30

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, medical, aerospace and a variety of other industries. Brady is headquartered in Milwaukee, Wisconsin and as of August 1, 2015, employed approximately 6,400 people in its worldwide businesses. Brady’s fiscal 2015 sales were approximately \$1.17 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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