

Brady Corporation:

“Our mission is to provide innovative identification solutions which improve safety, security, productivity and performance for customers worldwide.”



Company Overview

Brady was founded in 1914 in Eau Claire, Wisconsin, USA as W.H. Brady Co., and renamed Brady Corporation in 1998. The company began selling products internationally in 1947. In 1984, Brady went public, with stock trading on the Nasdaq stock market, and in 1999, moved trading of its stock to the New York Stock Exchange, where it trades under the symbol BRC. The company's global headquarters is in Milwaukee, Wisconsin.

Brady manufactures and markets:

- products for identification and safety applications such as signs and markers, and the printers and software to produce them
- products for wire identification, including labelling materials and tools for wire and cable marking in the electrical and telecommunication markets
- high-performance identification products, including labels and signs that remain legible and highly adhesive even in harsh environments
- precision die-cut parts, including custom die-cut and slit materials for use in cellular phones, pagers, computer disk drives and automotive electronic components

Operations – some facts

- Over 9,000 employees around the world
- Operations in more than 24 countries
- Distribution in more than 100 countries through more than 4,400 distributor partners

Brady Locations



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BRADY Belgium

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BRADY Germany

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China (Shanghai) 86-21-6886-3666

China (Wuxi) 86-510-528-2222

Hong Kong 852-2359-3149

Japan 81-45-461-3600

Canada 1-800-263-6179

Korea 82-31-451-6600

Latin America 1-414-540-5560

Malaysia 60-4-646-2700

Mexico 525-399-6963

New Zealand 61-2-8717-2200

Philippines 63-2-658-2077

Singapore 65-6477-7261

Taiwan 886-3-327-7788

Thailand 66-2-793-9200

USA 1-800-537-8791

BRADY®

Identification solutions for electrical applications



- **Brady systems** can reduce cost of downtime by 80%, speed up fault finding by 75% and make installation 20% faster.
- **Brady** offers the largest product range on the market for a complete identification solution.

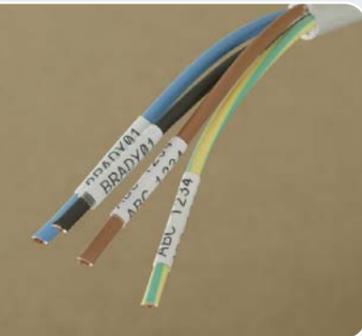
BRADY®

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How much money do you lose while your technicians try to trace an unidentified cable, wire or component?

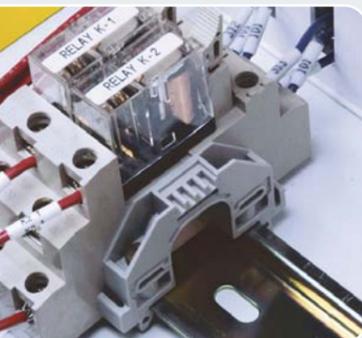
Whether you're a panel builder or contract manufacturer, you know that your market is diverse, demanding and ever evolving. Brady's flexible range of leading-edge solutions for the identification of your wire & cables, terminal blocks and electrical components could be an important step in securing your competitive advantages.

From complete system solutions that provide the lowest installed cost to new product innovations that meet changing application needs, Brady has a solution to save you time and money.



Wire and cable marking

- Wires
- Cables
- Tubes/pipes
- Conduits
- Busbars



Terminal blocks & component marking

- Terminal blocks
- Components
- Modular components
- Connectors
- Push buttons



General marking

- Marker plates
- Panel signs
- Warning labels
- Panel exteriors
- CE mark labels

Take advantage of the Brady benefits

Breadth of product line

Brady utilises the largest product range on the market to offer a complete solution. This means Brady can offer you a unique professional and cost-saving advantage.

World-class quality, reliability and performance

Brady offers a multitude of different materials, markers, inks, ribbons, printmedia and specialized adhesives in order to ensure that labels will remain in place even in harsh environments or on structured and paint-coated surfaces.

Accelerate time to market

With more than 1500 distributors throughout Europe and 12 sales points, Brady products and printmedia are always available nearby for fast delivery.

Elimination of downtime

We have seen that Brady system can reduce cost of downtime by 80%, speed up fault finding by 20% and make installation 20% faster.



Brady's specialist markets

Customer groups:

- Panel builders
- Harness shops
- Machine builders
- Contract manufacturers
- Installers
- Electricians
- Maintenance contractors
- Mechanical & electrical contractors

Markets:

- Mass Transit
- Automotive
- Process Industry
- Aerospace/Aviation/ Military
- Utilities (electricity, gas, water, renewable energy)
- Shipyards/Marines
- Offshore
- Construction



Do you recognise these problems? Brady has the solution

- **Labels falling off**
Brady offers a multitude of different materials, in many cases with a special adhesive, capable of withstanding prolonged attack from harsh environmental conditions such as freezing, scratching, rubbing or water damage. Brady's labels can even be applied to structured and paint-coated surfaces.
- **Labels becoming illegible**
Brady offers a durable label substrates and high-quality print that allow the accurate reading of the label information after many years of exposure to harsh environments. The printed legend can also be protected by a clear overlaminates.
- **Labels not easy to use**
Brady adhesives are capable of being lifted easily from their liner for rapid application.
- **It is Difficult to apply and print labels in the field**
Brady has unique portable-printer range, providing customers with an easy-to-use solution for working in the field.
- **Products are not easy to procure**
Brady offers the biggest breadth of product line, with more than 1500 distributors, and over 12 customer service centers. With more than 1500 distributors throughout Europe and 12 sales points, Brady products and printmedia are always available nearby for fast delivery.
- **Customers are Searching for a solution that works with all brands**
Brady offers terminal-block markers for any brand, and component-marking labels for most common electrical components currently on the market.
- **Engraved plates are expensive and inflexible**
Brady introduced EPREP (Engraved Plate Replacement), a flexible three-layer "legend plate" label.
- **Complying with specifications**
Brady offers labelling materials to comply with most specifications, for example diesel-resistant and high-temperature sleeves.



Design

Because of our extensive experience with electrical applications, it doesn't matter whether you're **designing, installing or maintaining**, Brady has a solution to save you time and money.



Ease of use

Brady adhesives are capable of being lifted easily from their liner for rapid application by hand, and yet maintain enough tack to last even in harsh environments.

Meet design specification

Brady offers a specialised service to create markers according to your specification, whilst also keeping in line with legislation and policies for example diesel-resistant and high-temperature sleeves.

Performance through quality

Brady quality can ensure data throughout the lifetime of an installation, providing durable and long-lasting identification systems with a 20-year guarantee.

Reducing downtime

Brady identification solutions are designed to keep your panels, wires and cables maintainable as the cost of downtime can quickly escalate.

Easy to track and trace

Sharp, non-smearing thermal-transfer printing makes Brady labels legible and makes your work look great.

Availability

With more than 1500 distributors throughout Europe and 12 sales points, Brady products and printmedia are always available nearby for fast delivery.

Brady identification solutions for electrical applications

Design:

Brady is able to assist with label & system specification.



Install:

Manuals & procedures on how to apply labels are supplied by Brady, as well as advice on budgeting and design specifications.



Maintain:

Brady's highly-available range of multi-purpose, easy-to-use products offer savings for electrical-application maintenance.



Install



Complete projects on time and within budget

Brady's easy-to-use portable printers offer crisp printing, easy formatting, convenient label sizes and the flexibility you need for electrical identification.

Ease of availability of consumables

Because of Brady's availability, you can always get the right consumable for the job.

"Adaptable" solutions

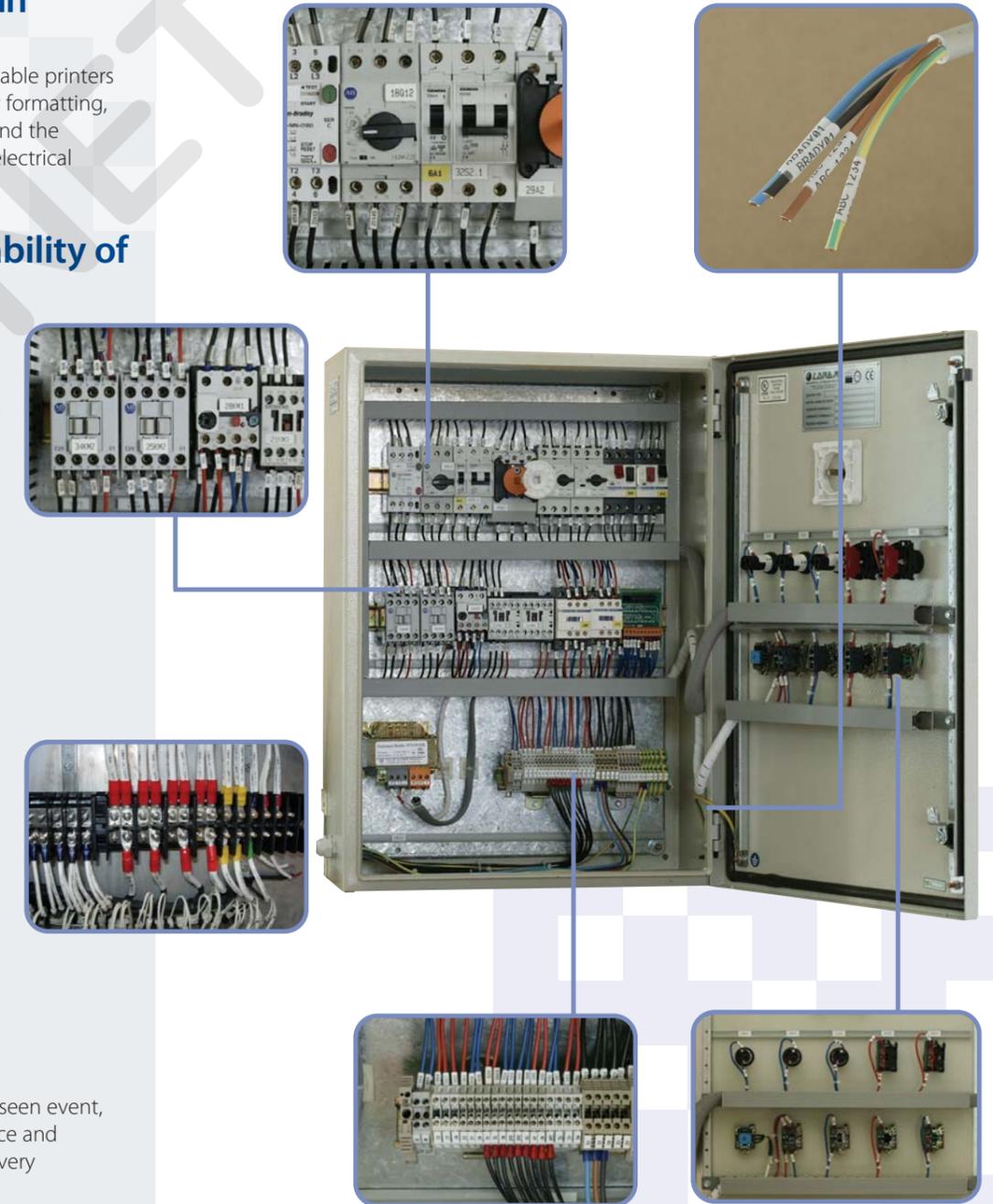
Versatile label styles, sizes and materials for all types of wire, cable and component means that Brady can cater for your specific identification needs.

Productivity gains

Brady's market-leading products and service deliver a faster, better-value and higher quality solution.

Service and support

In the case of an unforeseen event, Brady professional service and support is available in every European region.



Maintenance

Fit for use

Brady's printers and print media are both easy-to-use and available to deal with the wear and tear of your application.

Complete and comprehensive product offering

With an experienced channel partnership, you can receive a total solution from a single point of contact.



Multi-purpose products

Brady's portable and desktop printers can be used for multiple purposes. Thousands of standard label styles and types are offered as well as custom labels.

Express availability

You can be sure that Brady consumables and printers are easy to procure. Our support network includes more than 1500 distributors throughout Europe and 12 sales points.



How Brady serves the electrical market

Specialist expertise, specialist products



The high-performance component identification systems that Brady supplies are the result of many years of dedication to the electrical market.

Three factors have driven Brady's success in addressing the needs of its electrical customers:

Technical expertise

Brady is a specialist labelling systems supplier. Our R&D endeavours are devoted to taking forward the state-of-the-art in labels, inks and substrates, production machines and system software.

In the electrical industry, component specifications can be extremely demanding, and product lifetimes are long. That is why the label performance you need can only be reliably delivered by the advanced materials our scientists have developed.

Market knowledge

Consistently, over a period of many years, Brady has been focussed on supplying a durable range of labels for applications where high-performance, integrated systems are required.

Through constant engagement with our customers in the electrical industry, we have come to understand your particular requirements, from a product and a service standpoint.

Dedicated service and support

It's important to you to deal with suppliers who talk your language. That is why we make available dedicated sales and technical support staff who have an electrical sector specialism.

So, what's the best way to start finding out how Brady can deliver the identification system you need?

If you want to find out how Brady's expertise and products can help you gain process efficiencies and reduce risk, give a call to your local office (see details on the back page).



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