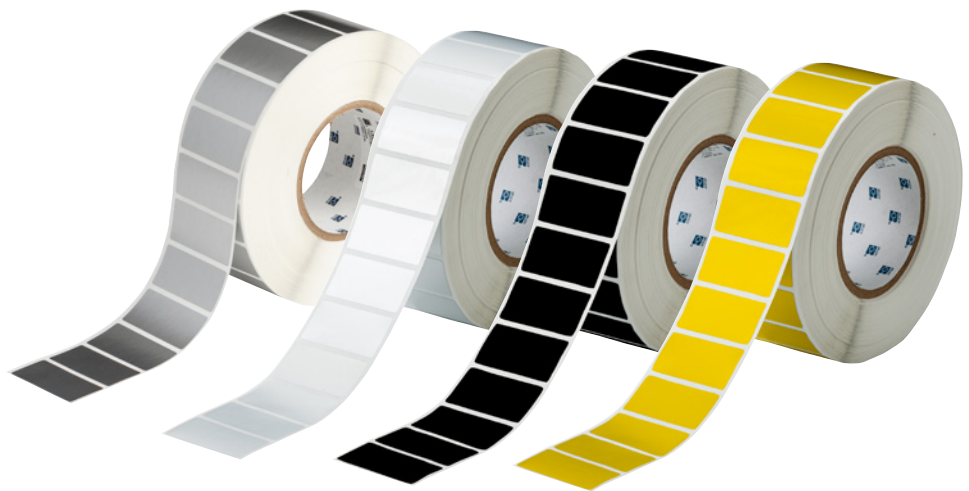


B-8591 OUTDOOR IDENTIFICATION LABEL  
COMPARISON TO VINYL AND POLYESTER MATERIALS  
IN SIMULATED OUTDOOR WEATHERING



## Introduction

- The following pages compare accelerated weathering data collected at Brady USA. We use an industry accepted standard for accelerated weathering: ASTM G155-1.
- Any claims on durability must be backed by data. Many claims in the marketplace are inflated significantly or completely lack supporting data.
- Use these pages to compare the relative durability to typical polyester and vinyl printed materials of the B-8591 Outdoor Identification Label printed with the R6600 ink ribbon.

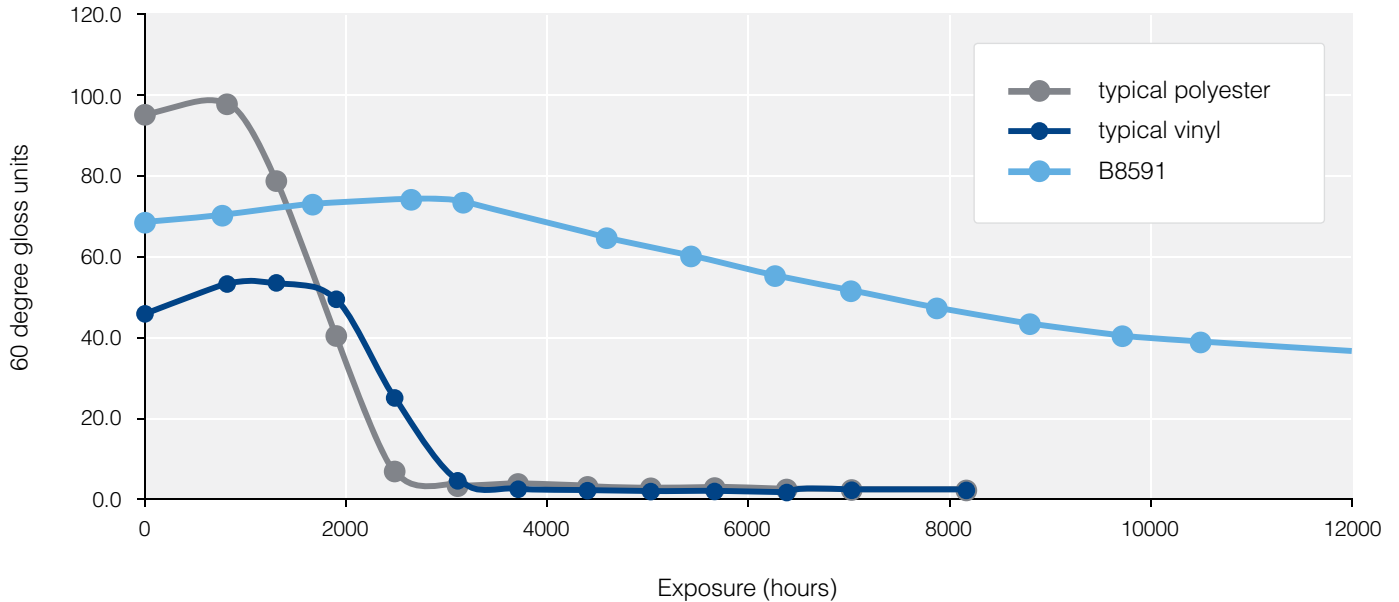


## Gloss Retention

### Material type comparison

60 degree gloss retention ASTM G155-1 Xenon Arc Weatherometer

(loss of gloss is associated with erosion of material by forces of weather)



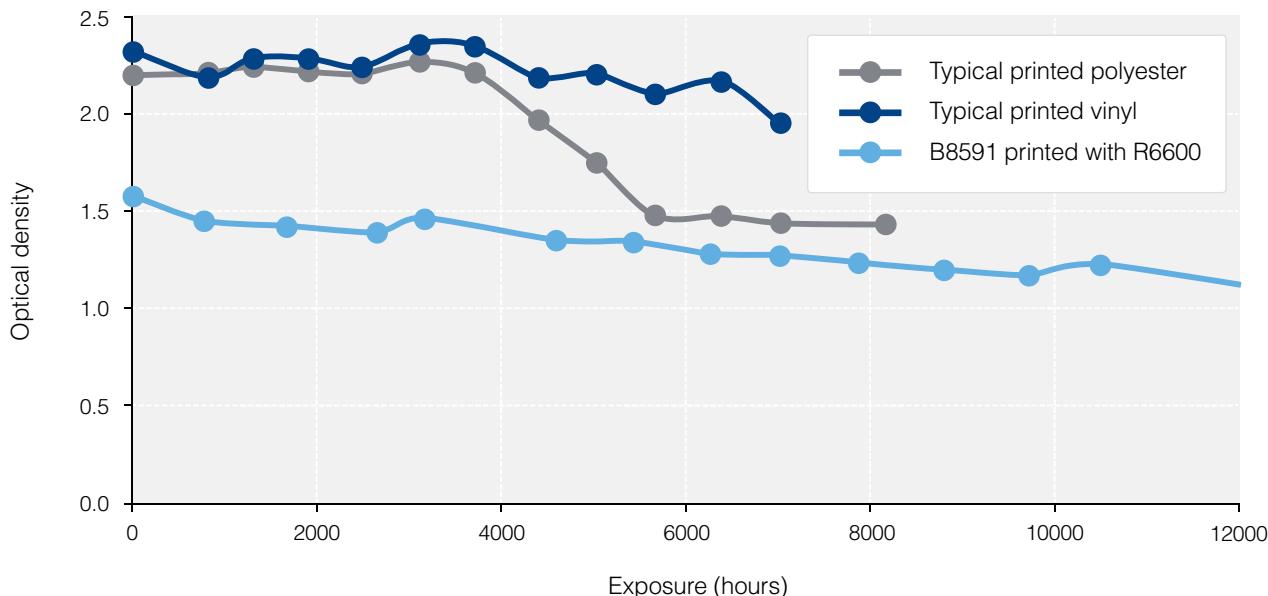
- A typical polyester will lose 50% of its original gloss in less than 2000 hours exposure.
- A typical vinyl will lose 50% of its original gloss in less than 3000 hours exposure.
- B8591 retains greater than 50% of its initial gloss in over 10,000 hours exposure.

## Optical Density Retention

### Material type comparison

Optical density retention ASTM G155-1 Xenon Arc Weatherometer

(Retention of optical density is associated with resistance of ink to erode and fade by forces of weather)



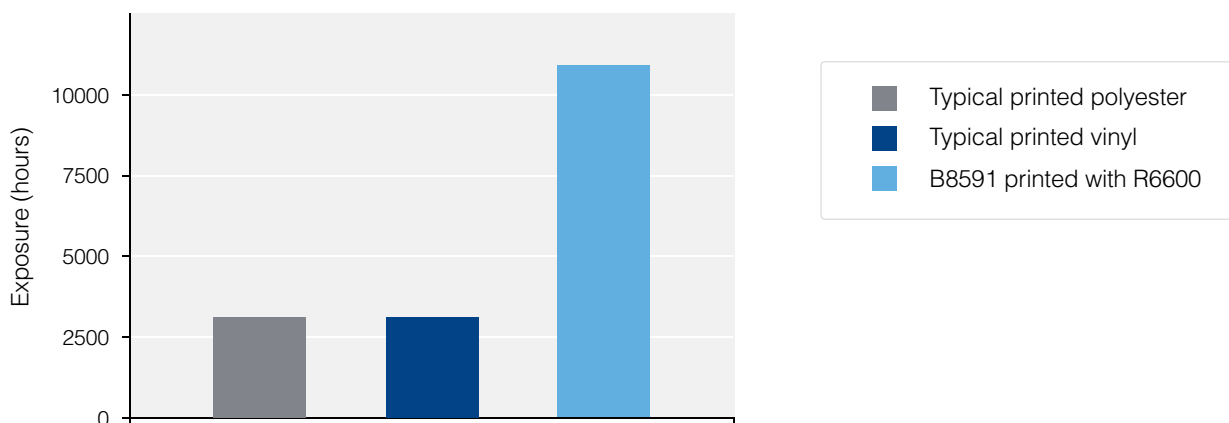
- At 7000 hours exposure a typical printed polyester will lose over 30% of it's initial optical density.
- At 7000 hours exposure a typical printed vinyl will lose over 15 % of it's initial optical density
- At 10,000 hours exposure B8591 printed with R6600 will lose less than 15% of it's initial optical density.

## Retention of Printed THT Ink Scratch Resistance

### Material type comparison

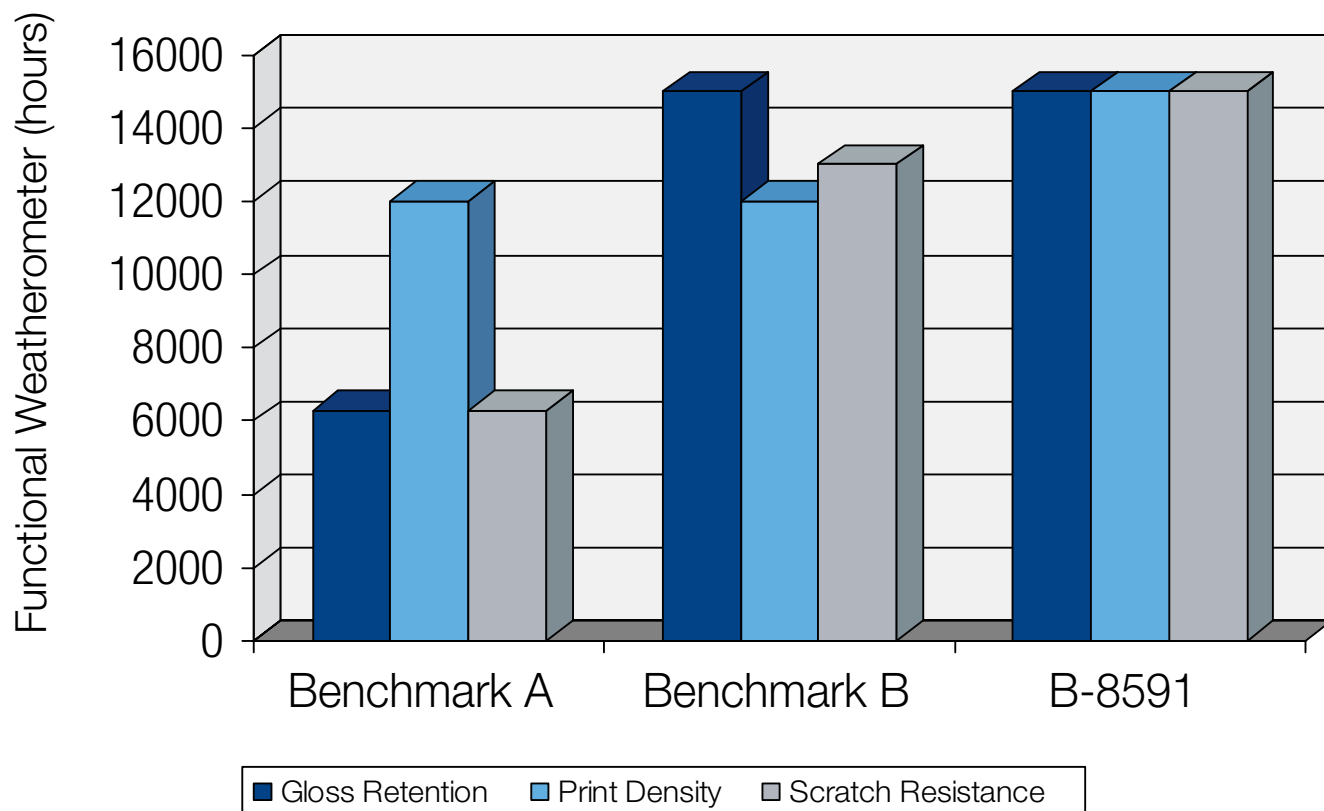
Time to moderate loss of THT ink scratch resistance ASTM G155-1 Xenon Arc Weatherometer

(Loss of scratch resistance is associated with ink/ surface property loss by forces of weather)



- A typical printed polyester will lose much of its scratch resistance in less than 3000 hours.
- A typical printed vinyl will lose much of its scratch resistance in less than 3000 hours.
- B8591 printed with R6600 retains much of its initial scratch resistance after more than 10,000 hours.

### Competitive Comparison



### Competitive Comparison

Representative appearance after extended simulated weathering for advanced label materials

Original control label



Benchmark A



Benchmark B



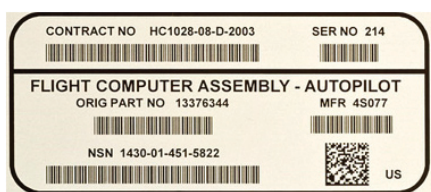
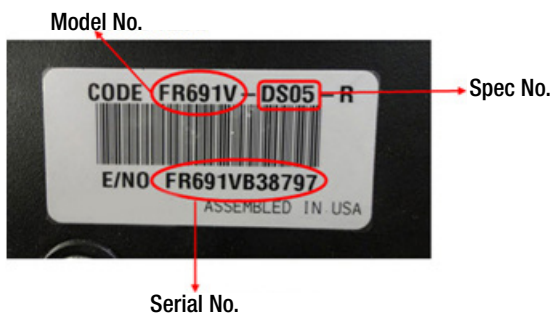
B-8591



## Picture Overview Potential Outdoor Applications



### Outdoor products



# Brady Corporation

Our mission is to identify and protect people, products and places



## COMPANY OVERVIEW

BRADY was founded in 1914 in Eau Claire, Wisconsin, 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, printing systems and software to produce identification products on-site and on demand
- products for wire identification, including labelling materials and tools for wire and cable marking in the electrical, datacom and telecommunication markets
- high-performance identification products, including labels and signs that remain legible and highly adhesive even in harsh environments
- products that identify people and enhance security by ensuring the right persons are in the right places at the right time

## OPERATIONS – SOME FACTS:

- 6500 employees around the world
- Operations in 29 countries
- Distribution in more than 100 countries through more than 4,400 distributor partners



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Your distributor