



Who wouldn't
want a safer,
more productive
world?

We are there in the delivery room,
when a mother first sees her child.

We are part of the fight when a pandemic or an oil spill
threatens life and the environment.

We are on the factory floor and in research labs,
inside digital devices and airliners.

We've been to Space.

Our products are critical to the daily life of our planet,
helping people do the work that we can't live without.

A Brady world is a safer, more productive world.



Brady brand PDC's
wristbands help
keep patients
safe in over 80%
of U.S. hospitals.



Patient safety continues to be among the healthcare industry's top priorities. PDC Healthcare's positive identification solutions help healthcare institutions protect patients, reduce risk and adopt best practices to achieve compliance with important regulations.



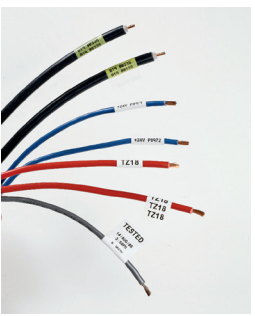
Brady has a wide range of absorbents and spill control products. Marine absorbents are specially designed to float on water and contain or absorb a wide variety of marine fuels and oils.

Brady's sorbent products helped clean up the 2010 Gulf of Mexico Deepwater Horizon Oil Spill.



Brady's wire identification labels are on more than 70% of commercial airplanes, globally.

Brady created a better solution to the primitive wire-marking methods on airplanes – pre-printed, self-adhesive wire markers. They adhere whether planes are on sweltering 100+ degree landing strips or in frigid subzero temps at 37,000 feet.





The foundation of a safe and productive plant and workplace are the measures and procedures you implement within it. Brady solves the top workplace safety issues to help reach quality, productivity and safety goals.

The 21st century promises to be the century of biology. Scientists are facing the likelihood that their existing sample methods may be insufficient to the task ahead. Brady is focused on error-reduction through lab labeling to improve productivity and reduce costs in the lab.



Global Presence

Americas

USA
Brazil
Canada
Mexico

Europe, Middle East & Africa

Belgium
Denmark
France
Germany
Hungary
Italy
Netherlands
Norway
Poland
Slovakia
South Africa
Spain
Sweden
Turkey
UAE
UK

Asia / Pacific

Australia
China
Hong Kong
India
Japan
South Korea
Malaysia
Philippines
Singapore
Taiwan
Thailand

**Over a billion dollars.
(And growing.)**

▶ NYSE//BRC

We create solutions that identify and protect people, products and places.

Our specific Identification and Protection Services/Products include:

Visual workplace services and software
Safety identification & complimentary products
Public spaces, facilities & hospital identification

Wire identification
Product identification
People identification

Innovation is our company's life blood.

It's the red thread that led us from the age of the telegraph to this age of the Cloud. Our approach to enterprise-wide innovation has earned us hundreds of patents and many industry-changing products and solutions. Below are just a handful.

1954 Warning Stripe business to visually represent warning signs begins	1983 Bradywriter, first modern DIY printer, released	1993 B-421, first thermal transfer printable material, introduced	2010 ToughStripe Floor Marking tape and signs introduced	2014 BMP-21 Plus printer, with the latest technology, launched
1944 High performance wire markers for harsh environments launched	1958 First steps in automation: Markermatic launched	1987 BMXC, first portable die-cut label printer, released	1994 IDPro, first truly handheld printer, launched	2013 Link360 cloud-based lockout tagout software introduced



A few of the key industries we focus on:

Manufacturing | Healthcare | Electronics | Aerospace | Transportation | Construction | Electrical
Process-oriented industries such as Food & Beverage and Chemical, Oil & Gas

Making an impact on our world.

Brady is committed to all of our stakeholders to make a positive impact on our world. We integrate "Design for the Environment" (DfE) principles and practices into all phases of the design and development of new products to protect the environment, reduce costs and improve the customer experience.

DfE Goals:

Conserve Energy & Preserve Resources

Eliminate Waste

Continuously Improve Safety Performance

Reduce Greenhouse Gas Emissions

Create Products without Hazardous Materials

Reduce Packaging Materials

Use Sustainable Materials

Reduce Carbon Footprint



Building our communities.

Brady formalized its commitment to fostering sustainable communities where Brady people live and work with the creation of the Brady Corporation Foundation.

Investment:

Over 25,000 volunteer hours contributed

Over \$10M contributed to the Brady Corp Foundation and other charitable programs



100 Years. Over 6400 people. Brands with worldwide presence.





WHEN PERFORMANCE MATTERS MOST™

Want to learn more? bradycorp.com