

1 Jan 2021

Subject: Warranty coverage for South East Asia

This letter served as an announcement to the business partners that for South East Asia we will be providing **1 year full warranty** for all **Bench-top and Portable printers**. Below is what will be covered.

1. LIMITED WARRANTY.

- A. **Warranty and Warranty Periods.** Brady warrants only to the original end user that products and parts set forth below will be free from defects in material and workmanship from the date of purchase for the applicable warranty periods set forth below:

Product / Part	Applicable warranty period
Thermal Print heads	1 year
Wearable parts	1 year
Spare parts	1 year
Accessories	1 year
Repairs spare parts	6 months

- B. **Print Heads.** The thermal print head warranty is valid only if a Brady approved thermal label media is used, as defined in the Brady list of approved thermal/thermal transfer media in use at the time of the warranty claim, a copy of which is available from Brady upon request. Failure to use Brady-approved media voids the thermal print head warranty. Print head warranty, including thermal print head, does not cover print heads that have been misused, altered, neglected, handled damaged due to improper cleaning or unauthorized repairs.
- C. **Wearable Parts.** Wearable parts vary by printer model and include, but are not limited to, print rollers, cutting blades, belts and batteries (internal & user-installable).
- D. **What May Void Warranty.** This Limited Warranty shall be null and void in the following circumstances:
- a. Modification or repair of any covered product or part by the end user or

- anyone other than an authorized Brady service provider; or
- b. Improper use or installation, or
 - c. Failure to provide reasonable expectation of care of the printer including, but not limited to, regular cleaning of the print head and printer by the end user or third party; or
 - d. Damage by accident or neglect, of any covered product or part by the end user or any third party; or
 - e. Failure of the end user or any third party to exercise caution to protect any covered product or part from electrostatic discharge, adverse temperature and humidity conditions, or physical abuse; or
 - f. Failure by the end user or any third party to use Brady print heads or other parts; or
 - g. Failure by the end user or any third party to use **only Brady ribbons and media** if use of such causes or contributes to the damage for which warranty service is sought; or
 - h. Failure by the end user to follow the Return Authorization Repair Process set forth below.
- E. **Transportation Costs.** For covered products, Brady will pay freight only to return product to end user and will ship via same method by which end user shipped covered product to Brady. However if Brady determines in the exercise of its reasonable but sole discretion that the product or part returned for warranty service is not defective, or does not otherwise qualify for warranty service, end user shall be liable for all costs of handling and transportation. For Brady coverage of shipping costs as outlined above for covered products or loaners, Company must use the method and account number provided by Brady Technical support. Shipping by any method other than by such method approved by Brady or shipping paid for by Company will not be paid for by Brady. Standard ground shipping methods will be used in all cases EXCEPT upon the prior request of Company to ship the loaner printer via overnight shipping.
- F. **Limitations.** No salesperson, representative, or agent of Brady is authorized to make any guarantee, warranty or representation that contradicts the terms contained in this Limited Warranty. Any waiver, alteration, addition, or modification to the warranties contained herein must be in writing and signed by an executive officer of Brady to be valid, binding, and enforceable. The Limited Warranty shall not apply to the use or compatibility of any Brady product or part with other equipment. All statements, technical information, or recommendations relating to the products or parts are based

upon tests believed to be reliable, but do not constitute a guaranty or warranty. BRADY SHALL NOT UNDER ANY CIRCUMSTANCES WHATSOEVER BE LIABLE TO ANY PARTY FOR LOSS OF PROFITS, DIMUNITION OF GOOD WILL, OR ANY OTHER SPECIAL, CONSEQUENTIAL, PUNITIVE, OR INCIDENTAL DAMAGES WHATSOEVER WITH RESPECT TO ANY CLAIM IN CONNECTION WITH BRADY PRODUCTS AND/OR PARTS. Brady's maximum liability for warranty claims is limited to the invoice price of the product claimed defective. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to particular end users, but, in such event, all other terms and conditions of this Limited Warranty shall remain in full force and effect.