

# All labels are not created equal

## Brady labels offer the highest quality materials made to help you do your best work.

From the depths of the ocean to outer space, from the factory floor to the delivery room, we are just about everywhere you look. Companies around the globe trust Brady because of our deep expertise and knowledge across a wide range of industries and applications.

- ▶ Labels that last in the harshest conditions
- ▶ Engineered to ensure reliability, compliance and durability
- ▶ Designed with materials science in mind



# A GOOD LABEL IS ONE YOU PRINT AND NEVER THINK ABOUT AGAIN.

Because it does its job, and you go on with yours.

## What this means to you, our customer?

- ▶ **Cost savings** — If you are replacing your label, you are NOT saving money.
- ▶ **Time savings** — If you are replacing your label, you are wasting valuable time.

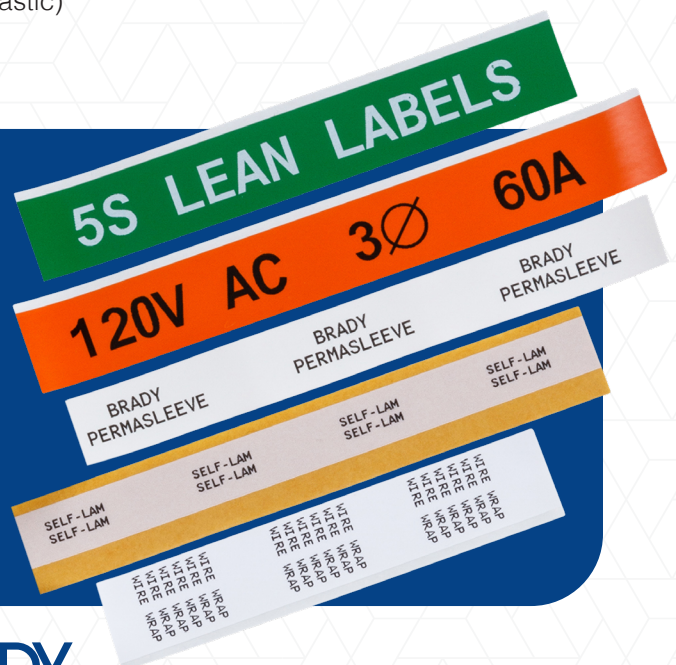


## Brady experts can ensure you have the correct label by looking at these 3 factors:

- ▶ What environment the label is going into (temperature requirements or extremes, chemical exposures, abrasion)
- ▶ What surface it is going to be applied to? (metal or plastic)
- ▶ Are specific aesthetics required? (matte, colour)

### Brady labels offer:

- ▶ Extreme temperature resistance
- ▶ Solvent and chemical resistance
- ▶ Fuel and oil resistance
- ▶ Anti-flammable and self-extinguishing
- ▶ Outdoor durability
- ▶ Ultra-aggressive adhesion
- ▶ Abrasion resistance





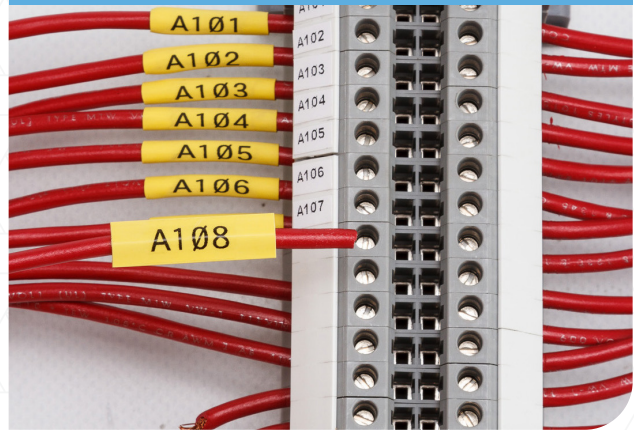
# RELY ON BRADY'S DURABLE, PURPOSE-BUILT MATERIALS THAT PERFORM

Here are a few label materials you need to know about:

**B-499** Aggressive Adhesive  
Multi-Purpose Nylon Cloth



**B-342** PermaSleeve  
Heat-Shrink Sleeves



**B-417** Aggressive Adhesive  
Self-Laminating Vinyl



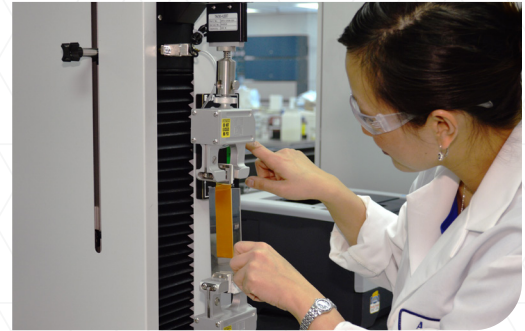
**Wire ID Bulk Roll Boxes:**  
Save more – buy in bulk



# BRADY DEDICATED TEAM OF ENGINEER AND CHEMIST EXPERTS DELIVER **WHAT OTHERS CAN'T:**

- ▶ Rigorous testing that delivers performance-driven design solutions
- ▶ Innovative products that help you work efficiently
- ▶ R&D derived from the voice of the customer and continuously increasing the investment in R&D

**\$67 MILLION**  
Spent in Fiscal 2024 alone



## **One size doesn't fit all.** Variety means having the solution no matter the need. Take advantage of Brady's:

Broad selection of stock sizes, colours, materials and shapes



Pre-printed and on-demand printing options



Custom options, that meet your specific application



## **Looking for the right material? Brady can help.**



MATERIAL GUIDE



READY TO CHOOSE YOUR IDEAL LABEL

EXPERT SOLUTIONS BACKED BY MORE THAN **100 YEARS.**

