



Brady Corporation

Corporate Overview

March 2024

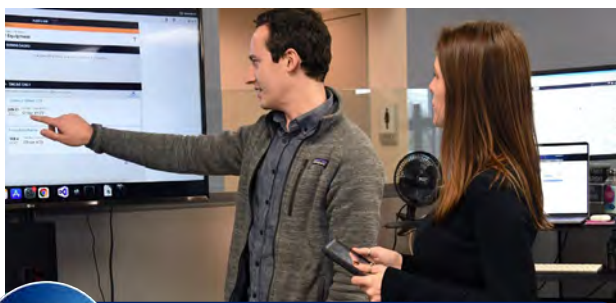


We make products
that make the world
a SAFER and SMARTER place.

Our mission: to identify and protect



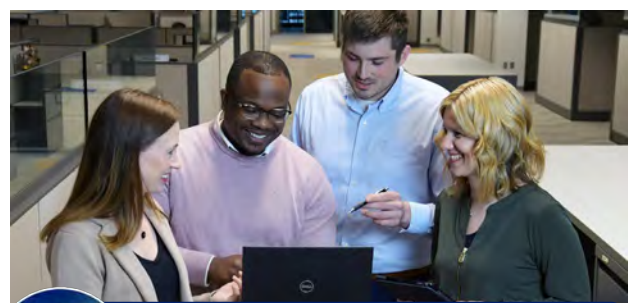
Our values



Results-Driven



Innovative



Inclusive



Team



Integrity

Brady overview

- ▶ Proud of our past.
Focused on our future.

When William H. Brady founded Brady Corporation in **1914**, he never could have imagined the impact his small sign painting company would have on the world.



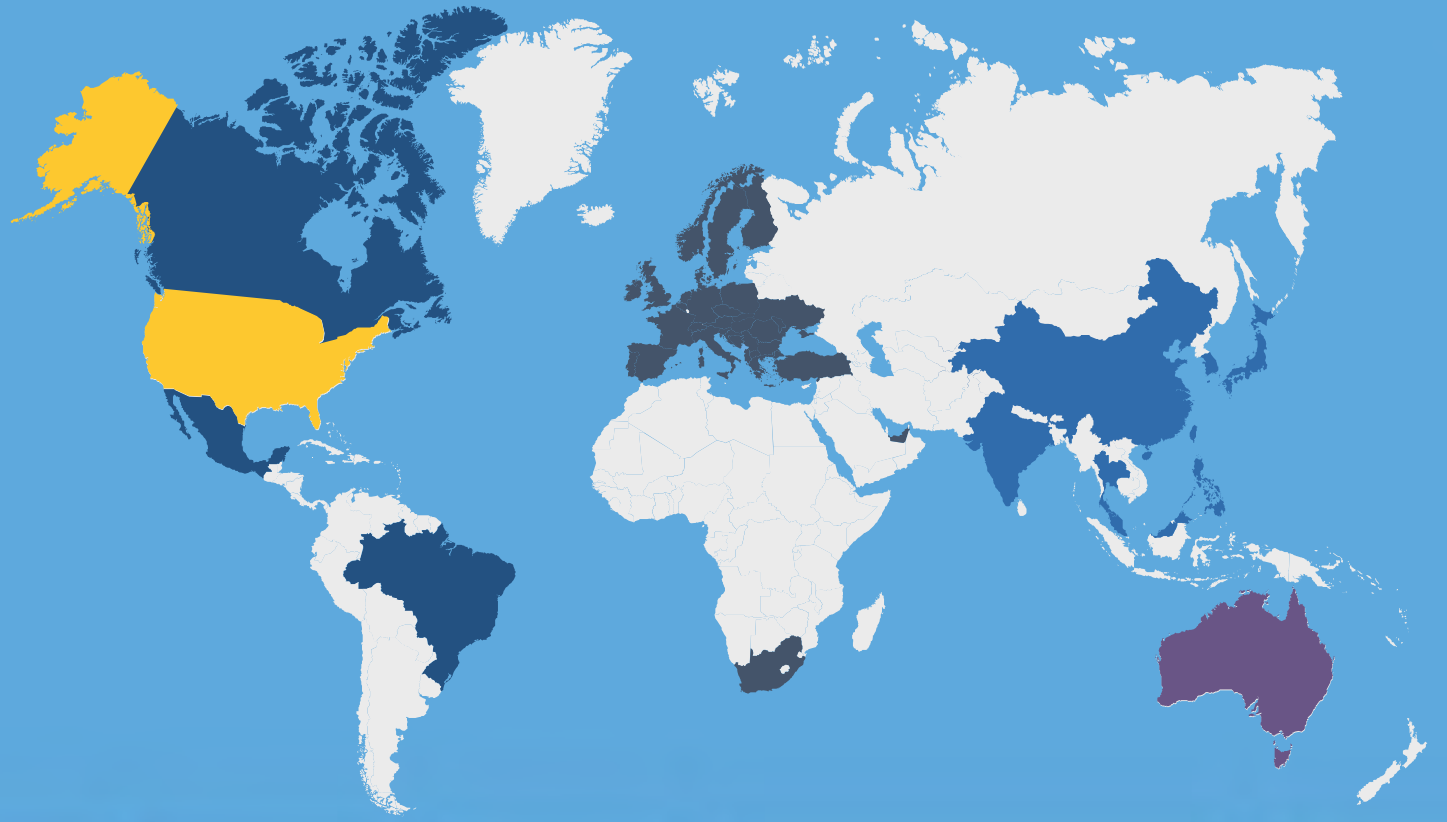
From our humble origins of creating wire marker cards for industrial identification to becoming a public company in **1984 (NYSE: BRC)** — Brady has always responded when the world needed us.

With more than **32 countries** and **5,600 employees** across the globe, we are proud that our corporate headquarters remain in Wisconsin, where our company was founded.



The values that Brady was founded on live on today in our commitment to our customers, our employees and our communities.

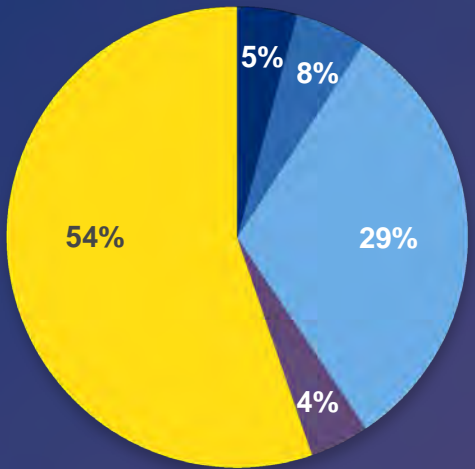
Geographical presence



Americas & Asia: 67%

Europe & Australia: 33%

F'23 Sales by Region
(72 facilities in 32 countries)



- U.S.A.**
- Rest of Americas**
- Asia**
- Europe, Middle East & Africa**
- Australia**

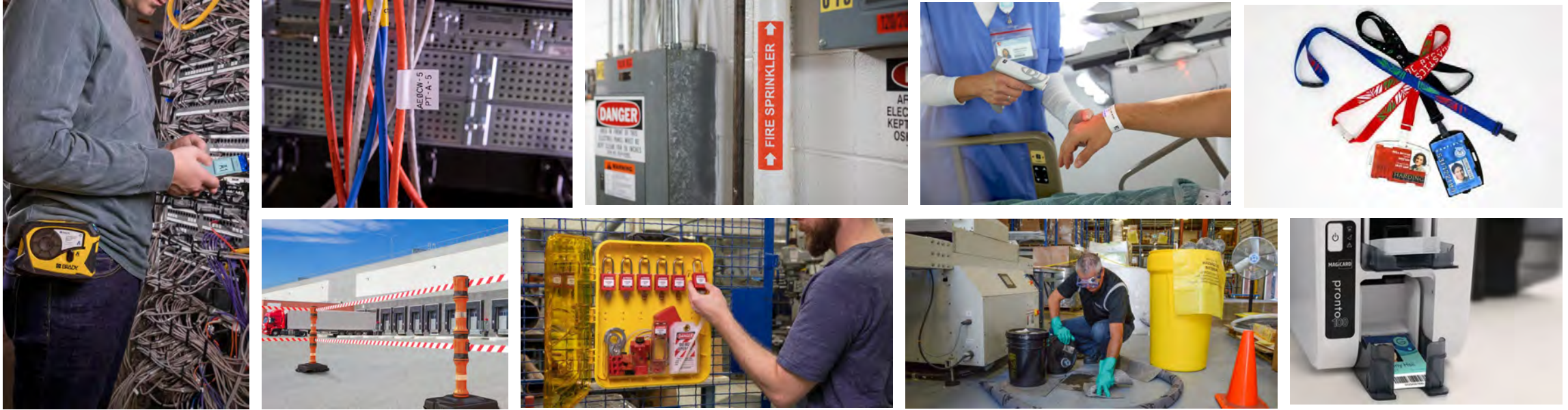
Brazil, Canada, Mexico

China, India, Japan, Malaysia, South Korea, Singapore, Thailand, Vietnam

Belgium, Denmark, Finland, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Qatar, Saudi Arabia, Slovakia, South Africa, Spain, Sweden, Turkey, UAE, U.K.



What we do



Benchtop and portable label printers • Printer labels, tapes and ribbons • RFID and optical scanning systems • Pipe and valve markers • Lockout tagout devices • Safety, valve and maintenance tags • Absorbents • Workplace safety solutions • Wire identification • Patient, entertainment and leisure wristbands and lanyards • Facility ID cards, badges and badge holders • Visitor and employee identification management • Floor, stair, and door safety materials

Brady companies



Global Manufacturing

Capabilities

COATING

- Advanced SCADA/MES systems to control process and quality
- Pilot and production coaters
- Slot die, gravure, wire rod and reverse roll techniques
- Seven-day operational capability
- Full-line slitting and compounding

CONVERTING

- Roll-to-roll and stationary laser die cutting
- Rotary, semi-rotary and flatbed conventional die cutting
- Laminating, embossing and multi-layer assembly
- Films, ribbons, foils and flexible substrates
- RFID insertion

EXTRUSION

- Tube extrusion
- Non wovens extrusion

DIGITAL PRINTING

- UV inkjet, toner, digital offset and thermal transfer
- Sheets, blanks and roll to roll
- Digital workflow and prepress engines

SCREEN & FLEXOGRAPHIC PRINTING

- Servo registration control
- In-house plate-making and color match
- UV, solvent, and aqueous chemistries
- Foil, decorative and secure features

PRINT-ON-DEMAND SOLUTIONS

- Printer design and assembly
- Ribbon and media cartridge and consumable converting and assembly



The Americas

US: Milwaukee, WI • Buffalo, NY • Lancaster, PA • Louisville, KY • Port Orange, FL

Central America: Tijuana, Mexico • Queretaro, Mexico

South America: São Paulo, Brazil

Europe, Middle East & Africa

Banbury, U.K. • Barry, U.K. • Damma, Saudi Arabia • La Rochelle, France • Zele, Belgium • Herentals, Belgium • Nivelles, Belgium • Ranburg, South Africa

Asia

Bangalore, India • Beijing, China • Wuxi, China • Xiamen, China • Shenzhen, China • Penang, Malaysia • Singapore • Tokyo, Japan

Australia

Perth, Australia

Global R&D

Capabilities

MATERIALS

- Coated materials
- High temperature labels
- Cryogenic labels
- Brand protection labels
- Wire marking sleeves
- Exterior durable materials
- Floor marking tapes
- Wristbands
- RFID labels & wristbands
- Time indicating materials
- Sorbents

SOFTWARE

- Label design software
- Sign design software
- Lockout Pro software
- Asset management software
- Badge design
- Barcode labels

SYSTEMS

- Portable and benchtop labeling systems
- Lockout Tagout devices
- Wire wrapping devices



Locations

US

Milwaukee, WI • Plymouth, MN •
Boston, MA • Lancaster, PA •
Salt Lake City, UT • Valencia, CA •
San Diego, CA

Europe, Middle East & Africa

Zele, Belgium • Salo, Finland

Asia

Beijing, China • Singapore

Global R&D

Commitment to innovation, technology,
customer focus and building capabilities

A highly diverse set of talents and skills
focusing on differentiated solutions

Achieve sustaining quality product
and performance

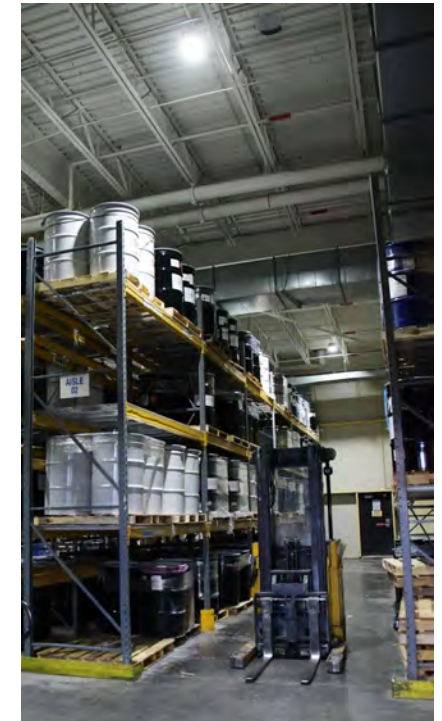


Environmental Sustainability

Sustainability is a world-wide effort for us. Every Brady site across the globe implements sustainability features that embody our commitment to environmental stewardship and the social landscapes in which we operate.

Brady's commitment to sustainability in our facilities include:

- Tracking of emissions and waste data to ensure we meet local standards
- LED lighting
- Use of thermal energy to heat and cool offices and warehouses
- Solar panels
- ISO 14001 certifications
- Wisconsin Safety Council Corporate Safety Award
- Wisconsin Green Tier participant



Community

We are proud of the many opportunities for Brady and our employees to give back to the communities where we have a presence. These opportunities help us deepen our roots in the places we work and live. Driving to make a meaningful difference, recently the Brady Foundation increased its annual giving commitment to support racial equity programming and increase opportunities for people of color.



Diversity & Inclusion

Fostering a culture of inclusion and diversity in the workplace means all employees feel valued and listened to — and Brady has made this a priority. Our global programs and initiatives demonstrate our dedication to making this not just an initiative, but an everyday reality.

