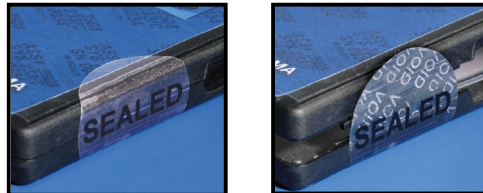


Date: August 9, 2004

Introducing B7566 Tamper Indicating Label Material

Brady is pleased to announce the availability of B-7566 tamper evident polyester label material. B-7566 is thermal transfer printable and is offered in both stock and custom configurations. This new Brady material joins the growing family of tamper indicating label products offered by Brady.



B-7566 Tamper Evident Label Material

APPLICATION

The target markets for this new standard label material are any application that requires evidence of product / label tampering. Typical applications include:

- Warranty Fraud Prevention
 - Label switching
 - Warranty seals
- Theft & Diversion Deterrent
 - Asset tracking
 - Channel control
- Package Seals
- Protection of Factory Settings
- Liability Control
- Cargo Inspection

KEY INFORMATION

Features:

- B-7566 is a glossy clear thermal transfer printable polyester that's designed to show evidence if the label has been removed. In addition to a footprint being left behind, a VOID pattern will appear on the top surface of the label, preventing it from being reused. (The recommended thermal transfer ribbon series for B-7566 is the R6000)

Benefits:

- Provides visible evidence for protection from identity theft or label switching
- Helps retain a product's unique model and/or serial number
- Reduces the chance of liability claims due to unauthorised service or misuse
- Controls a product's integrity and long term performance by helping direct repairs only to authorised repair centers

COMPETITION

There are numerous US based and Internet based label companies that offer "Security labels". Generally their offering consists of a few different label materials in maybe three or four standard stock label sizes. Brady's offering of tamper indicating label materials includes over 13 different standard materials and over 100 different stock part numbers. Also, with the help of Brady's Brand Protection Solutions business, a highly customised label design can be produced in order to help provide additional levels of security for control of product counterfeiting, gray market diversion or a supply chain.

PART NUMBER & PRICING

THT Part Configurations — for use in benchtop thermal transfer printers						
	Catalogue No.	Label Size (in) W X H	Label Size (mm) W X H	Qty Per Roll	UPC / NAED Part No.	RRP Per Roll
1	THT-149-7566-10	0.50 x 0.50	12.7 x 12.7	10,000	60843	\$182.85
2	THT-39-7566-10	1.00 x 0.50	25.4 x 12.7	10,000	60844	\$270.25
3	THT-147-7566-10	1.50 x 0.375	38.1 x 9.5	10,000	60845	\$256.45
4	THT-17-7566-3	2.00 x 1.00	50.8 x 25.4	10,000	60846	\$231.00
5	THT-7-7566-3	2.75 x 1.25	69.9 x 31.8	3,000	60847	\$389.85
6	THT-18-7566-3	3.00 x 1.00	76.2 x 25.4	3,000	60848	\$345.00

PTL Part Configurations — for use in TLS thermal transfer printers						
	Catalogue No.	Label Size (in) W X H	Label Size (mm) W X H	Qty Per Roll	UPC / NAED Part No.	Suggested Trade Price Per Roll
1	PTL-17-7566	1.00 x 0.50	25.4 x 12.7	500	60849	\$45.70
2	PTL-30-7566	1.50 x 0.75	38.1 x 19.1	250	60850	\$45.50
3	PTL-31-7566	1.50 x 1.00	38.1 x 25.4	250	60851	\$37.00
4	PTL-20-7566	2.00 x 1.00	50.8 x 25.4	100	60852	\$28.00
5	PTL-37-7566	3.00 x 1.90	76.2 x 48.3	100	60853	\$40.90

SUPPORT TOOLS

- “New From” Form
- Updated Tamper Indicating label sample packs available from Marketing Services (MS87593) – this new material has been added to the new packs
- Technical Data Sheet
- Updated Tamper Indicating Solutions brochure from Marketing Services (MS333859) – this new material has been added to the new brochure
- Listing on Brady’s Brand Protection website – www.bradyid.com/brandprotection
- Various Press Releases (early June) for:
 - Brady’s addition of this new material
 - Brady’s updated tamper indicating sample packs
 - Brady’s updated tamper indicating solutions brochure

INVENTORY SITUATION

Initial inventory will be created upon initial order placement. Please call for availability.

DISTRIBUTOR MARGIN

Distributors receive the standard earned discount for this product.

RETURN GOODS POLICY

Standard Return Policy from Distributor Policy applies.