



PRESS RELEASE

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April 24, 2017

Brady Celebrates 70 Years Launching New Brady Shines Charitable Giving Program Evolves Logo and Introduces New Tagline “Honestly Better”

Las Vegas – [Brady](#), a full-line janitorial supply, equipment and foodservice distributor, is proud to announce its milestone 70th anniversary being commemorated with the debut of a new logo, branding platform and charitable giving campaign “Brady Shines”.

Per Travis Brady, President, CEO, and 3rd generation family owner, the company’s success is attributed to strong corporate culture, exceptional employees and long-standing partnerships. “It has always been at our core to raise expectations and then deliver even more,” he says. “And our strong sense of family has helped sustain us through the decades. I am extremely proud to achieve this milestone.”

EVOLUTION

Started in 1947 as City Janitorial Supply by Feurman Brady, the company became Brady Industries in 1974 when Bill Brady took the reins with a total of 11 employees. Today, Travis Brady, Ryan Banks (Michelle Brady), Kevin Brady, and Tyler Brady are part of the family company, which has grown to a 15-branch, 320+ employee organization. In 2000, Brady Linen was formed to meet the growing needs of laundry services in Las Vegas. After great success across the globe, Brady Linen Services and AC Linen Supply merged in 2014 to form a national hospitality laundry company, with Eric Brady as co-CEO.

Brady has seen tremendous growth both in geography and in market segments. In 1999, the second branch opened in Salt Lake City, Utah. Today, Brady has 15 distribution centers in 8 states including its first east coast location in Washington, DC and the newly opened Los Angeles, CA branch. This expansive presence led to the recent creation of a National Accounts Division at Brady to better service multi-location customers. This new division will work closely with SMA – Strategic Market Alliance, the national cooperative Brady is a member/owner in. In addition to territory expansion, Brady now offers more than just janitorial supplies including Equipment, Laundry, Warewash, Service and Foodservice divisions.

HONESTLY BETTER

To benchmark Brady’s 70th Anniversary, an evolution to the logo and a new tagline are debuting. “Honestly Better”, Brady’s new tagline, is the result of an intense industry evaluation. “We wanted to emphasize why customers do business with us,” says Travis Brady. “We provide a fresh approach and valuable solutions. The

new tagline is not only a reflection of who we are, but a continuous challenge to be honestly better in everything we do.”

Accompanying this new branding platform is a fresh take on the Brady logo. “We did not want to diminish the brand equity built in the former logo, but wanted to modernize the look,” adds Brady.

BRADY SHINES

Brady has a long philanthropic history that is now being formalized into the Brady Shines charitable giving campaign. Meant to encompass all initiatives including monetary, volunteerism and more, Brady Shines will be an education-focused program with monies set aside each year to support schools, youth organizations and any other program in need. “I am so proud of how we support all our local communities,” says Travis Brady. “Brady Shines allows us to focus those efforts in a formalized way. We are committing \$100,000 annually to support this program. I am excited to see how Brady Shines grows in the coming years.”



70TH ANNIVERSARY

Brady will celebrate its 70th anniversary with a national sales meeting in Las Vegas April 24-25 followed by a customer appreciation event featuring 70+ supplier partners at its headquarters on April 26, 2017.

Please enjoy this brief video of Travis Brady describing the Brady evolution.

https://www.youtube.com/watch?v=LBU2O1s_GE

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ABOUT BRADY:

Brady has been pioneering the way products and solutions are delivered to facility and foodservice professionals for 70 years. At the heart of Brady’s operation is a community-minded culture driven by a workforce of more than 320 employees currently in 15 locations throughout Nevada, Utah, Arizona, Idaho, New Mexico, Maryland, California and Texas including its original Las Vegas, Nevada headquarters.

Brady’s approach to partnership is unique by providing integrated customer support, expertise, technical support, and service across a full spectrum of customer needs including extensive facility offerings, complete dish machine and laundry machine service, equipment sales, rentals and service and foodservice supplies. Brady provides these specialized solutions for customers in key commercial market segments including hospitality, education, healthcare, government, building service contractors and more.

For additional information about how Brady can reduce your total cost while improving service, call (800) 293-4698 or visit www.bradyindustries.com.