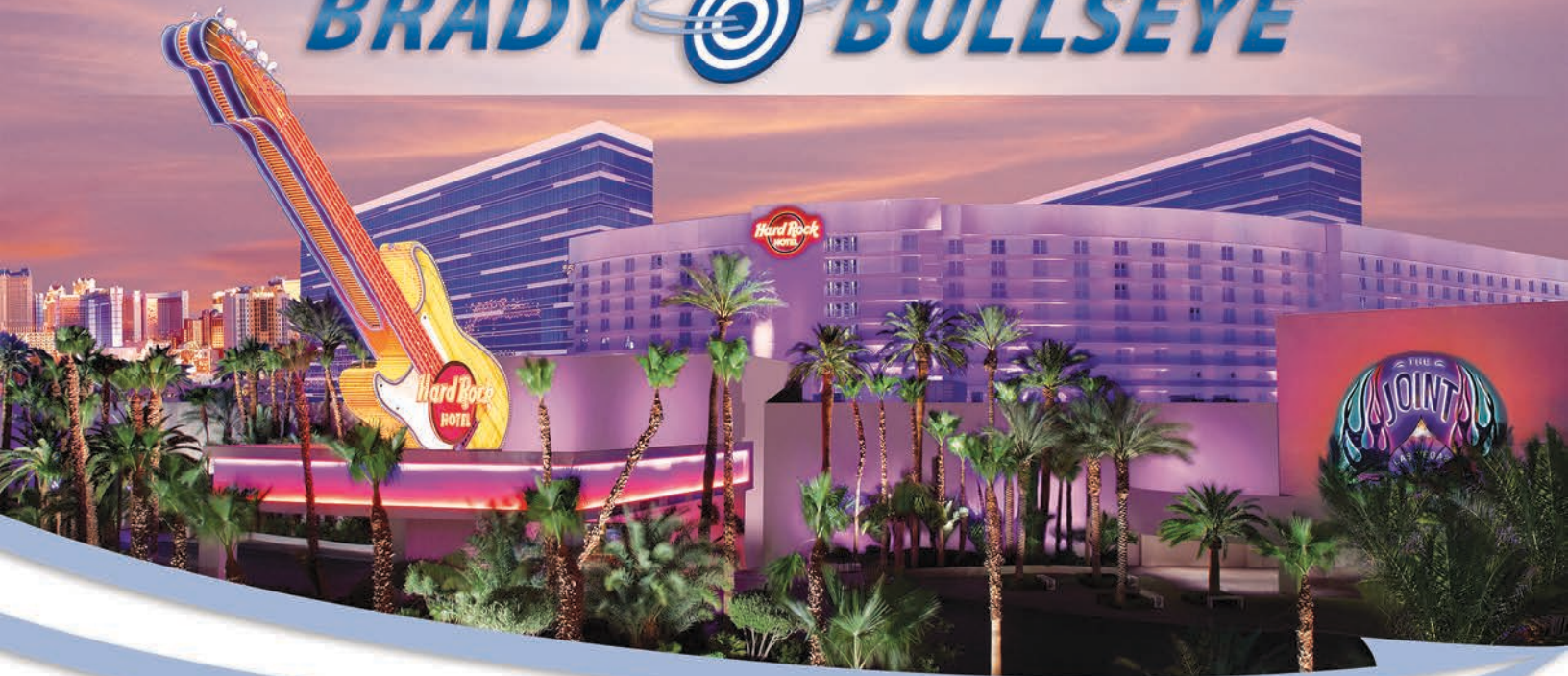


# BRADY BULLSEYE



## BRADY AWARDED CONTRACT WITH HARD ROCK HOTEL & CASINO Las Vegas Team Wins Three-Year Contract

Effective March 12, 2015, Brady is the exclusive provider of cleaning chemicals for the Hard Rock Hotel & Casino in Las Vegas as part of a three-year contract with a one-year renewal option.

Jason Johnson, Director of Sales Laundry/Warewash, and Paul Bradford, Account Representative, were seeking opportunities to present Brady's Warewash program to the Hard Rock for approximately four years. About a year ago, the Hard Rock in Las Vegas was selected to be the model property for all Hard Rock Hotel franchises west of the Mississippi. With this new distinction, they began to formalize quality standards and corporate programs including a property-wide chemical consolidation for all kitchens, bars, housekeeping and public areas.

Jason and Paul seized the opportunity to present against both Ecolab, the incumbent supplier, and Staples which offered Diversey products. Hard Rock launched a two-month testing period and Brady emerged victorious leading to a property-wide conversion of chemicals for approximately 45 dish and bar machines, all three housekeeping towers, and public areas. Annual sales from the new contract are projected at \$160,000 with a potential opportunity to extend business to Hard Rock's Reno and Albuquerque locations.

Brady's service, value proposition and persistence from a dedicated team awarded us a strategic piece of business over two national competitors – one already in place at the property! The Hard Rock was wholly impressed with our bundling options and the ability to meet their needs with our warewash service team.



**Congratulations to everyone who supported this team effort – another big win for Brady!**