



PERSONNEL ANNOUNCEMENT

July 30, 2015

Brady Announces Strategic Resource Appointments in Laundry and Warewash Divisions

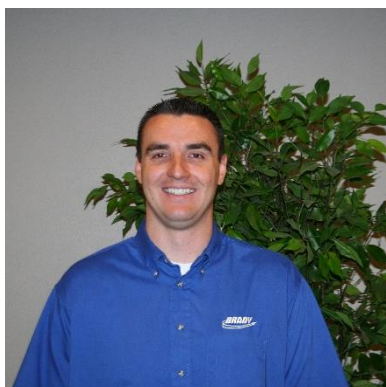
Brady is pleased to announce that effective immediately Blake Duncan is in the newly created position of Laundry Service Manager and Dell Steed in the newly created position of Warewash Service Manager.

In these new roles, each will be a strategic resource for the sales teams and technicians through developing tools and plans to maximize value in their respective categories. They will also oversee and assist in large installations for all Brady locations.

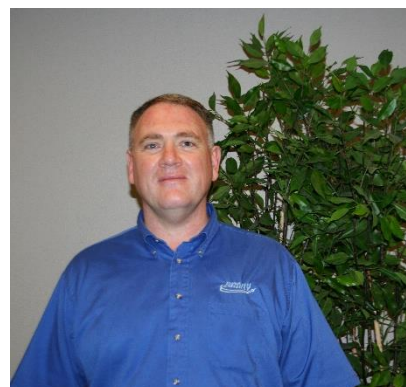
"Both Blake and Dell are uniquely positioned to help increase profitability in these two rapidly growing categories," says Ryan Banks, Vice President of Sales and Marketing. "With their unique focus and experience in Laundry and Warewash, we will be able to accelerate growth with our sales team having these dedicated resources to support their efforts."

In addition, they will be responsible for managing and training service technicians and working closely with the sales team to review project installations, bid development and more. They will also work closely reviewing product development and selection.

Please take a moment to congratulate both Blake and Dell in their new roles!



Blake Duncan, Laundry Service Manager
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Dell Steed, Warewash Service Manager
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