



# Brady Corporate Overview

## 贝迪公司简介

Sep, 2015  
2015年9月



- **Brady Corp Overview**
- Brady Asia/China Introduction
- Brady China Plants & RnD overview

# Our Vision

## 我们的愿景

**To be the undisputed expert  
in safety and identification solutions,  
helping businesses be safe, secure and  
productive.**

**成为安全和标识领域无可争议的解决方案  
专家，使企业更安全，更可靠，更高效。**

**Our products are critical to the  
daily life of our planet,  
我们的产品对于人们的日常生活  
至关重要**

**helping people do the work that  
we can't live without.  
可帮助人们完成生存所需的工作**



**Innovation is  
our company's  
life blood.**

**创新是我们的生命之源。**

**It is the red thread that led us  
from the age of the telegraph to  
this age of the Cloud.**

**创新让我们从电讯时代迈入云时代。**



**We do things  
other don't,  
in ways they can't.**

**人无我有，人有我优**



# Our Values

## 我们的价值观



**Put Our Customer's  
Experience at the Center**

关注客户



**Be Better  
Every Day**

追求卓越



**Differentiate  
through Innovation**

不断创新



**Unlock Potential in  
Yourself and Others**

发挥潜力



**Deliver What You  
Promise**

履行承诺



**Protect  
Our Future**

保护未来



**Win the  
Right Way**

取之有道

# Brady Overview 贝迪概况



**100-year-old company**拥有百年历史



**Publicly-traded on NYSE**纽约证交所上市



**Employs 6,400 people at operations in the Americas, Europe and Asia-Pacific**

在美国，欧洲及亚太地区共有雇员**6,400**名



**Operations in 31 countries**

共在**31**个国家进行运营



**Distribution in more than 79 countries through more than 400 distributor partners**

在超过**79**个国家有超过**400**个经销商伙伴



# What we do我们能做什么

We create solutions that identify and protect people, products and places – helping businesses be safe, secure and productive. 我们提供可以识别和保护人员、产品及工厂场所的解决方案——让企业更安全、更可靠、更高效

## Our specific Identification and Protection

Services / Products include:我们的产品及服务包括但不限于:

- Visual workplace services and software  
工作场所的可视化管理
- Safety identification and a broad offering of complimentary products  
全系列安全识别产品
- Public spaces, facilities and hospital identification  
公共场所及公共设施识别
- Wire identification  
线缆识别
- Product identification  
产品识别
- People identification  
人员识别

# Some Little-Known Facts

## 几个鲜为人知的事实

**Brady markers identified every pipe in the Manhattan Project's weapons plant in the 1940s**  
贝迪为上世纪40年代曼哈顿计划中的军工厂提供了管道标识



**Brady nameplates and component markers for the Gemini spacecraft in the 1960s**  
贝迪铭牌和电子元件标签出现在上世纪60年代的双子星宇宙飞船中

**Brady's customers include more than 88% of the Fortune 100**  
贝迪超过88%的客户为进入财富100强排名的企业

88%



**Brady SPC sorbent products helped clean up the Deepwater Horizon oil spill**  
贝迪SPC吸附产品在深水地平线钻井平台漏油事件中作出了贡献

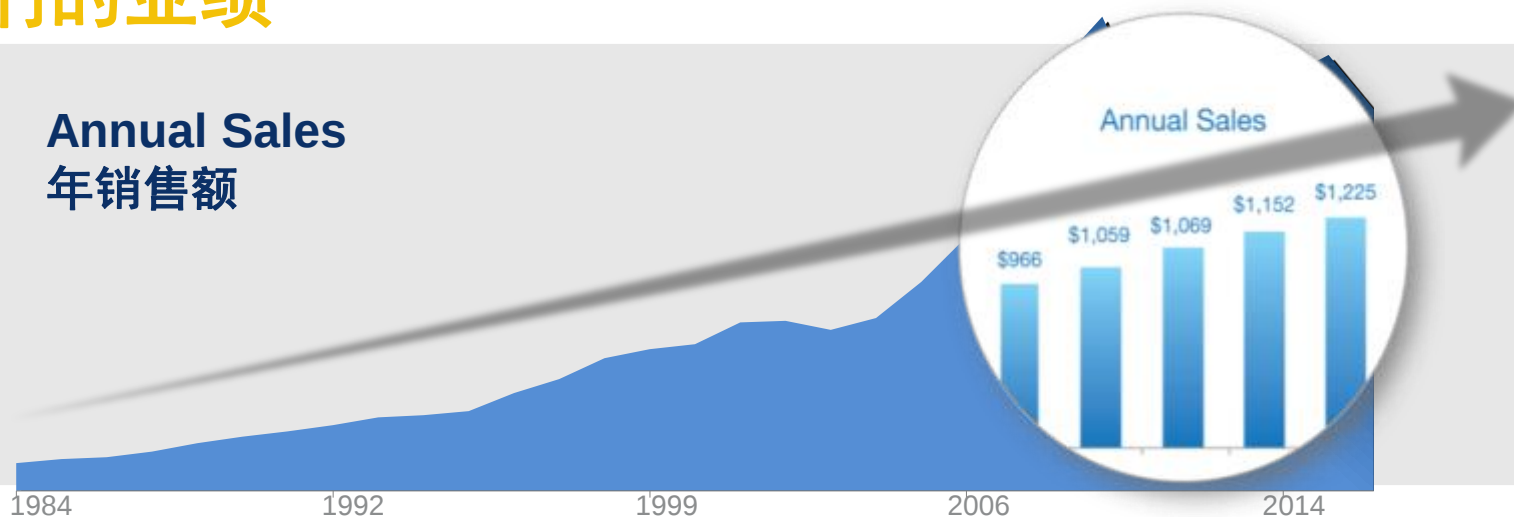
**Brady's wire identification labels are on more than 70% of commercial airplanes**  
贝迪缆线标识标签应用在全球超过70%的商用飞机上



# Our Historical Results

## 我们的业绩

### Annual Sales 年销售额

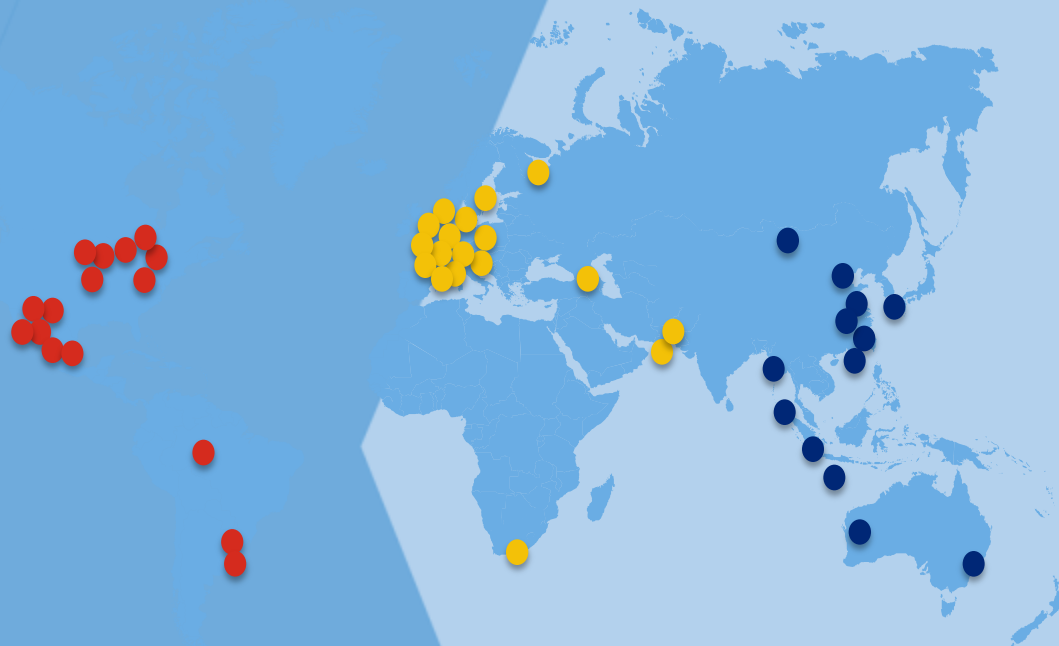


### Net Earnings from Continuing Operations – Non-GAAP\* 连续性经营净收益—以非公认会计原则计算



\*Net Earnings from Continuing Operations, Excluding Certain Items is a non-GAAP measure.

# Global Operating Facilities 全球分布



## Americas 美洲

20

locations

USA, Brazil, Canada, Mexico  
美国, 巴西, 加拿大, 墨西哥

## Europe, Middle East & Africa 欧洲、中东及非洲

35

locations

Belgium, Denmark, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Slovakia, South Africa, Spain, Sweden, Turkey, UAE, UK  
比利时, 丹麦, 法国, 德国, 匈牙利, 意大利, 荷兰, 挪威, 波兰, 斯洛文尼亚, 南非, 西班牙, 瑞典, 土耳其, 阿联酋, 英国

## Asia / Pacific 亚太地区

24

locations

Australia, China, Hong Kong, India, Japan, South Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand, Australia, China, Hong Kong, India, Japan, South Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand  
澳大利亚, 中国, 香港, 印度, 日本, 韩国, 马来西亚, 菲律宾, 新加坡, 台湾, 泰国

# Global R&D Capabilities

## 全球研发能力

**Commitment to innovation, technology, customer focus and building capabilities**  
承诺积极创新，发展科技，关注客户，提高能力

**A highly diverse set of talents and skills focusing on differentiated solutions**  
拥有专注于不同解决方案的人才体系和技能

**Achievement of sustaining quality product and performance**  
实现持续高质的产品生产及业绩表现



**Materials**

- Coated Materials涂层材料
- High Temperature Labels高温标签
- Cryogenic Labels冷冻标签
- Brand Protection Labels品牌保护标签
- Wire Marking Sleeves线缆标识套管
- Exterior Durable Materials耐磨标签
- Floor Marking Tapes地面标识
- Wristbands腕带
- RFID Labels & Wristbands RFID标签
- Time Indicating Materials时间指示标签
- Sorbents吸附产品



**Systems**

- Portable and Benchtop Labeling Systems
- Lockout / Tag Out Devices
- Wire Wrapping Devices
- 便携式及台式标识制作系统
- 上锁/挂牌
- 缠绕式线缆线标识



**Software**

- Label Design Software
- Sign Design Software
- Lockout Pro Software
- Asset Management Software
- Badge Design
- Bar Code Labels
- 标签设计软件
- 标识设计软件
- 资产管理软件
- 证件卡套设计
- 条形码标签

# Emerging and Core Technologies

## 新兴及核心技术

Our Portfolio is designed to leverage differentiation based on our 4 Emerging Technology platforms and Core Technologies  
我们的产品基于新兴技术平台和核心技术进行设计

### Emerging Tech新兴技术



Mobile Technology  
移动技术



Auto Application  
汽车应用程序



Intelligent ID  
Technologies  
智能识别技术



Data Interoperability  
数据交互技术

### Core Tech核心技术



Coating  
Technology  
涂层技术



Adhesives  
Technology  
粘胶技术



Security  
Technology  
安全科技



Advanced  
Software  
先进的软件



Durable Print  
and Films  
耐用印刷材料



Multi-Layer  
Construction  
多层底纸



Print, Cut  
and Apply  
打印、切割及  
贴标



Systems  
Design  
系统设计

# Global R&D Technology Centers

## 全球研发技术中心



# Manufacturing Capabilities

## 生产能力



### Coating涂布

- Coaters & Pilot Coaters涂布机
- Slot Die, Reverse Roll, Gravure 狭缝涂布, 逆向辊涂布, 凹版印刷
- 7-Day Operation 一周七天运作
- Full Line of Slitting Capability 全线模切能力



### Digital Printing数码印刷

- Inkjet and THT喷墨和热转印
- Sheet, Roll to Roll & Wide Format 单张印刷, 滚轮丝网印刷和宽幅印刷



### Silk Screen Printing 丝网印刷

- Auto, Semi-Auto, Manual 自动, 半自动, 人工
- Sheet, Roll-to-Roll 单张印刷, 滚轮丝网印刷



### Flexographic Printing柔版印刷

- Best-in-Class Registration with Servo Controls 一流的伺服控制技术
- In-House Platemaking and Color Matching 内部制版及调色



### Print On Demand Solutions 按需打印解决方案

- Printer Design and Assembly打印机装配及设置
- Stock and Custom Cartridge Capability, Ribbons & Materials 定制产品色带及材料设置库存



# Corporate Social Responsibility 企业社会责任

A commitment to all of our stakeholders 对所有股东的承诺

## Company 公司

Conserve Energy & Preserve Resources

节约能源&保护资源

Eliminate Waste 杜绝浪费

Continuously Improve Safety Performance

不断提升安全保障

Reduce Greenhouse Gas Emissions 降低温室气体排放



## Customers 客户

Create Products Without Hazardous Materials

生产过程中不使用有害物质

Reduce Packaging Materials 减少包装材料的使用

Use Sustainable Materials 使用可持续利用的材料

Reduce Carbon Footprint 减少碳足迹

## Communities 社会

Brady Corporation Foundation Multi-Year Grants 贝迪基金会已开展资助工作多年

Gifts-in-Kind Program 实物捐赠项目

Employee Volunteer Program 员工志愿者项目

Donations & Drives 捐助及推动

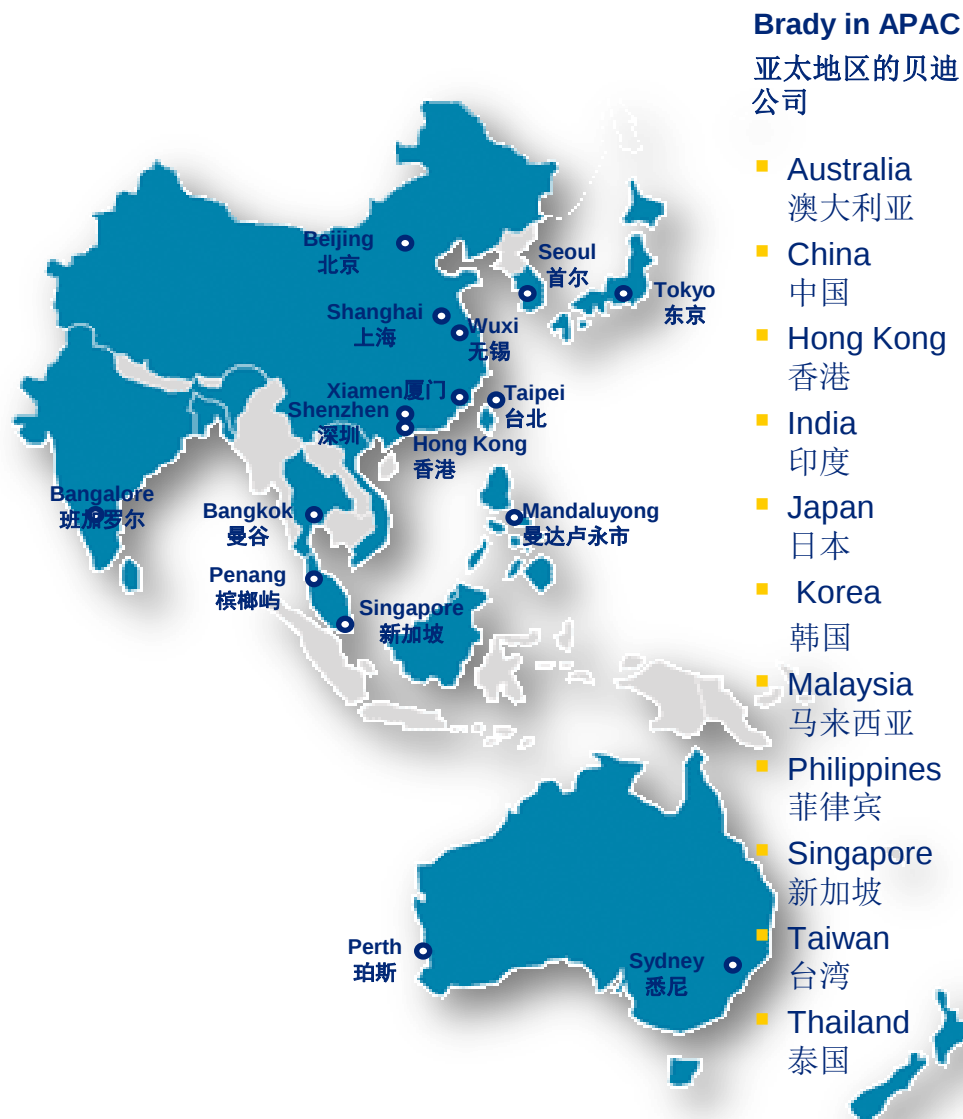


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# BRADY in Asia Pacific

## 贝迪亚太

- **Expanded throughout Asia Pacific in 1980s to Australia, Hong Kong, Japan and Singapore**  
20世纪80年代起，贝迪公司在亚太地区的业务全面扩展到澳大利亚、香港、日本和新加坡
- **Operates in 10 countries in APAC with over 1,500 employees**  
贝迪在亚太地区的10个国家开展业务，员工超过1500名
- **8 manufacturing facilities situated in Australia, China, Japan, Malaysia and Singapore**  
8个生产基地分别位于澳大利亚、中国、日本、马来西亚和新加坡
- **2 Global Research & Development Centers of Excellence in US and Singapore**  
在美国与新加坡有两个全球研发中心
- **Over 800 distributor locations within APAC**  
亚太地区拥有800多家经销商
- **Serves customers from Marine, Chemical, Oil & Gas, Food & Beverage, Electrical, Datacom, Aerospace, Defense, Mass Transit, Mining, Healthcare and more**  
为船舶、化工、石油石化、食品饮料、电子、数据通信、航空航天、国防、公共交通、采矿、医疗等行业的客户提供服务



# Brady China Business Location

## 贝迪中国业务分布



- 1993 Start doing business in China  
1993年开始在中国开展业务
- 1998 Set up 1<sup>st</sup> office in Beijing  
1998年在北京设立第一个办事机构
- 1999 Set up 1<sup>st</sup> wholly owned manufacturing plant in Wuxi  
1999年在无锡成立第一个独资企业
- Own 3 plants and 1 logistic center in China  
在中国拥有四家工厂和一个物流中心
- More than 800 employees  
800多名员工

# Our Product Offerings

## 我们的产品



### Cable & Wire Identification 电线电缆标识

Brady's labels, sleeves, printers and software provide the total labeling and documentation solution for wire identification  
贝迪的标签、套管、打印机和软件为电线电缆标识提供全套标签解决方案

- Wire & cable markers  
电线和电缆标识
- Wrap around  
缠绕式线缆标签
- Sleeves  
套管
- Portable & benchtop labeling systems  
手持式和台式标签打印系统
- Softwares  
软件



### Product Identification 产品标识

Brady uses materials expertise and printing technology to create identification and brand protection solutions that can withstand harshest environments, enhance security by identify people

贝迪利用材料方面的专业优势和打印技术来制定可在恶劣环境中应用的品牌保护方案，并通过人员识别加强安全性

- Bar code, indicating, brand protection labels  
条形码、指示、品牌保护标签
- Time expiring badges, employee ID cards  
时效证件、员工证卡
- Portable & benchtop labeling systems  
手持式和台式标签打印系统
- Softwares  
软件



### Workplace Safety & Compliance 工作场所安全&合规产品

Brady's WSC products help customers create and maintain safer work environments that comply with regulatory standards.  
贝迪的WSC产品帮助客户创造和保持符合标准的更加安全的工作环境

- Portable & benchtop labeling systems  
手持式和台式标签打印系统
- Sign & labels  
标签和标识
- Lockout/Tagout Devices  
上锁/挂牌
- Pipe & Valve Identification  
管道和阀门标识
- Sorbents  
吸附产品
- Softwares  
软件



# Wire & Cable Identification Solution

## 线缆标识解决方案



### • Benchtop System 台式打印机



BBP72

### • Consumable: ID Sleeve 打印耗材：标识套管

PS系列 B-342, 3:1, -55° to 135° C  
HX系列 B-7642, 2:1, -40° to 160°C  
DR系列 B-7646, 3:1, Diesel Resistant 耐柴油  
FR系列 B-344, 3:1, Fluid Resistant 耐溶剂  
HT系列 B-345, 2:1, -55° to 225°C, Low gassing 低释气  
LSZH系列 B-7641, 2:1, Low Smoke Zero Halogen 低烟无卤



### • Portable System 手持式打印机



TLS2200



Wraptor

### • Consumable: Label 打印耗材：标签

Self-lamination 自覆膜标签 B-427, PVC材质  
Wrap-around 绕贴标签 B-437, Tedlar® PVF 材质  
Wrap-around 绕贴标签 B-499, Nylon Cloth 尼龙布材质



BMP71

### • Preprinted Solution 预印标识方案

Flexible Preprinted Label B-500, PVC Coated Cloth 涂层布基材料  
Flexible Preprinted Label B-702, PVC Coated PET 涂层布聚酯材料  
Rigid Preprinted Insert ClipSleeve



# HPI Solutions

## 高性能标签材料解决方案



Brady high performance identification business unit has R&D centers and manufacturing capabilities across the global to develop, validate and produce in-house label stock, complete construction with high-quality print and customized total labeling solution.

贝迪高性能产品标识业务部拥有遍布全球的研发中心和制造能力，能够开发、验证并生产标签材料，并以高质量印刷技术和定制的全套标签解决方案满足客户需求。

### • Electronic 电子行业

PCBA Hi-temperature labels-PI/印刷电路板聚酰亚胺高温标签  
B729, B727, B728



Frame retardant label-PI,PET 全阻燃高温聚酰亚胺及聚酯标签 B8088A



ESD label 防静电标签  
B717, B718, B719, B473



Battery label, Battery wrapping label, Power adapter label 电池标签, 电池包裹覆膜材料  
B423, B8089EB



### • Automotive 汽车行业

Tire Label 轮胎警示标签 B8223 B8224



Wet Battery Label 湿电池标签



Wire ID label 线缆标签  
B499.B427



# HPI Solutions

## 高性能标签材料解决方案



### • General Application 通用行业

Water Indicative Label  
遇水指示标签B350



Tamper-evident/resistant  
label 防伪标签  
B5111T, B5120



Laser Etching  
激光蚀刻标签B8010



Clean Room 净室标签  
B694, B696



Embossed label  
网纹标签  
B8089EB, B5109EB



Over-lamination,  
printing labels 覆膜材料



Outdoor Label  
户外耐老化标签  
B595, B8591



### • Brand Protection 品牌保护



# LOTO Solution

## 上锁挂牌解决方案



- **Padlocks and Lockout Devices**  
高品质的挂锁和锁具

- Safety Padlocks 安全挂锁
- Valve Lockouts 阀门锁具
- Electric Lockouts 电气锁具
- LOTO Procedure Management Software 程序管理软件



- **Service 服务**

- Training 培训
- LOTO Procedure Writing 上锁挂牌程序编写
- LOTO Package 上锁挂牌综合服务
  - ✓ Set LOTO Management System 管理体系建立
  - ✓ Risk Analysis 风险分析
  - ✓ WI Editing 编制作业指导书
  - ✓ .....



# Visual Management 可视化管理解决方案



## • Signs 标识

- Safety Signs 安全标识
- Facility Signs 设施标识
- Fire & Emergency Signs 消防标识
- Custom Signs 订制标识
- Marine and IMO signs 船舶及IMO标识



## • Pipe Marking 管道标识

- Self Adhesive Pipe Markers 自粘性管道标识
- SnapOn/StrapOn Pipe Markers 卷绕/捆扎式标识
- High Performance Pipe Markers 高性能管道标识



## • Tapes 胶带

- Anti-Skid Tapes 防滑胶带
- ToughStripe Tapes 耐碾压胶带
- Glow-in-the-Dark Tapes 自发光胶带



## • Total Solution 综合解决方案



# BARCODE LABEL PRINTING SOLUTION

## 条码标签打印解决方案

- **Low- to-Medium Volume 中小量任务打印机**
  - BBP11 desktop printer / BP IP Printer
- **Heavy- duty industrial 大批量工业级打印机**
  - BP-PR Plus Series / BBP16
- **Specialty 特殊打印机**
  - BBP72 Double Sided Sleeve Printer BBP72双面套管打印机
  - Wraptor Wire ID Printer/ Applicator Wraptor线缆标识打印贴标一体机
  - BSP61 Print and Apply System BSP61打印贴标一体机
- **Software**
  - Label Mark
  - CodeSoft



# SIGN AND LABEL PRINTING SOLUTION

## 标识标签打印解决方案



- **Printers手持式打印机**

- Handheld BMP21+, 71, TLS2200



- **Benchtop Printers – SFID, Lean 5S**

- BBP31, 33, 35, 37, 85, MiniMark ,Gerber

- **Software**

- Facility ID: MarkWare, Brady WorkStation
- Electrical/DataComm ID: LabelMark, CodeSoft

**LabelMark**  
LABELING SOFTWARE



# SIGN AND LABEL PRINTING SOLUTION

## 标识标签打印解决方案

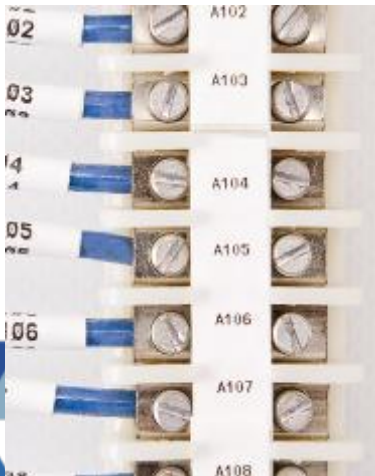


- **Electrical & Automation Application**

电子&自动化

B423 B342

B499 B593



- **Data Center Applications**

数据中心

B427 B851

B425 B595



# SIGN AND LABEL PRINTING SOLUTION

## 标识标签打印解决方案



- 5S & Lean Applications

- 5S&精益生产

- B595 B7569

- B551 B509



- General ID & Pipemark Application

- 一般&管道标识

- B595 B6584

- B569 B854



# SIGN AND LABEL PRINTING SOLUTION

## 标识标签打印解决方案



- General Industrial / Die Cut Applications

### 一般工业/模切

B424 B438

B351 B432



# Our Markets and customers

## 我们的市场与客户



|                                                       |                                                                                     |                                                                                                                                                                                                                                                                             |                                                                                       |
|-------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Electronics</b><br>电子                              |    | <b>Apps:</b> PCB , Server, Battery, PC/mobile, Trace and track, Brand Protection<br><b>Products:</b> Application labels(High temp, ESD, Flame retardant); nameplate and instructions; overlays and packaging labels                                                         |    |
| <b>Auto</b><br>汽车                                     |    | <b>Apps:</b> Auto electronics such as PCB and ECU, lighting and tyre ID<br><b>Products:</b> Application labels(High temp); nameplate and instructions; Tyre label                                                                                                           |    |
| <b>Utility</b><br>电力                                  |    | <b>Apps:</b> Pole ID, Facility signage/ID, Pipe mark and Energy isolation<br><b>Products:</b> Outdoor signs/labels; Benchtop printers and Loto (padlocks, tags)                                                                                                             |    |
| <b>Process Industries –</b><br>COG, F&B<br>石油石化, 食品饮料 |    | <b>Apps:</b> Facility and Equipment signage/ID(5S and Lean), Pipe mark and Energy isolation<br><b>Products:</b> Outdoor signs/labels; Benchtop printers and Loto (device, padlocks, tags and VLOP)                                                                          |    |
| <b>ADM</b><br>航空, 国防, 公共交通                            |   | <b>Apps:</b> WireID, ComponentsID and Fluid line ID<br><b>Products:</b> Sleeves, Self-laminating labels, Wrap-around labels, Fluid line tape, Nameplate and High temp/ESD labels, THT printers                                                                              |   |
| <b>Lab</b><br>实验室                                     |  | <b>Apps:</b> Specimen identification, e.g. Vial/Tube labels, straw labels, slide labels, tissue cassette labels, and general laboratory identifications<br><b>Products:</b> FreezerBonz labels, StainerBonz labels, Other laboratory labels; THT printers/ribbons; Scanners |  |

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# Brady China Plant Location

## 贝迪中国工厂及研发中心分布



- ★ Logistic Center  
物流中心
- Plant工厂
- ▲ R&D Center  
研发中心

# China R&D Center - Beijing

## 中国研发中心 – 北京



### Testing Capabilities in Beijing

### 北京测试能力



#### Physical Testing物理测试

- Peel Adhesion Strength剥离力测试
- Release Strength离型力测试
- Loop Tack环形初粘力
- Drop Shear持粘力测试
- Thickness, Weight, Hardness & Length厚度、重量、硬度及长度
- Microscopy Examination显微测试
- Color measurement (L/a/b values)色度测试
- Opacity / Gloss遮盖力及光泽度
- Surface Resistivity表面电阻率

#### Lab Coater, Mixer, Ball Mill实验室涂布线、搅拌器、球磨机

#### Analytical Testing分析测试

- DSC差示扫描量热
- TGA热重分析
- Contact Angle接触角

#### Printability Testing

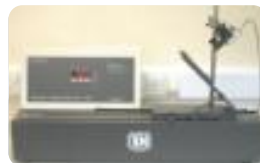
##### 印刷性相关测试

- THT Printer热转移打印机
- Abrasion Resistance耐磨性
- Cross-hatch划格测试
- Pencil Tester铅笔硬度测试
- Chemical Resistance耐化学性
- Color Matching Card比色测试
- Barcode verification/ scan条形码等级检测及扫描

#### Environmental Testing

##### 环境测试

- Low Service Temperature (-86 deg C and -196 deg C)低温测试
- Humidity/Temperature Chamber温湿度测试
- Thermal Shock Tester热冲击测试
- UV Ageing Tester紫外老化测试



# China R&D Center - Wuxi

## 中国研发中心 – 无锡



### Testing Capabilities in Wuxi

#### 无锡测试能力



#### Physical Testing

##### 物理测试

- Peel adhesion 剥离力测试
- Release strength 离型力测试
- Thickness, weight & length 厚度、重量及长度
- Microscopy examination 显微测试
- Adhesion 胶粘性
- Abrasion test 耐磨性

#### Analytical Testing

##### 分析测试

RoHS / HF tester

#### Printability testing

##### 印刷性相关测试

- UV flexo/letterpress/silk screen inks 紫外柔印、凸印、丝印
  - Spectrophotometer for color measurement (L/a/b values) 色度测试
  - Spectrodensitometer for printing density test 印刷密度测试
- THT printability test 热转移打印能力测试
  - THT printers 热转移打印机
  - 1D barcode verifier for barcode grading (A, B, C, D, E, F) 一维码等级测试
- Conditioning testing 条件测试
  - Oven 烘箱



BRADY 100

# Wuxi Plant 无锡工厂



4,300

Total Floor Space – SQM 占地面积（平方米）



Clean Room – 610 SQM 洁净室

ISO9001  
ISO14001  
TS16949

System/Certificate  
系统/证书



175

Total Head Count  
员工人数

**Flexographic Printing**  
柔版印刷



Gallus ECS340

**Letterpress Printing**  
凸版印刷



Lintec P3

**Silk Screen Printing**  
丝网印刷



Continual SS

**100% Inspection**  
100%检测



Auto Optical Inspection

# Beijing Plant 北京工厂



1,126

Total Floor Space – SQM  
占地面积（平方米）



ISO9001  
ISO14001

System/Certificate  
系统/证书



59

Total Head Count  
员工人数

## Letterpress Printing



Lintec 5C+1  
五色凸版印刷机

## Silk Screen Printing



Two-color silk-screen  
printing machine  
自动丝网印刷机(两色)

## Rotary die-cutting



R165-4 rotary die-cutting  
machine  
四工位圆刀追标模切机

## 100% Inspection



3D OGP flash 200  
measurement instrument  
3D光学测量仪（精度  
0.001mm）



# Shenzhen Plant 深圳工厂



2,030

Total Floor Space – SQM  
占地面积（平方米）



ISO9001  
ISO14001  
OSHAS18001:2007  
System/Certificate  
系统/证书



110

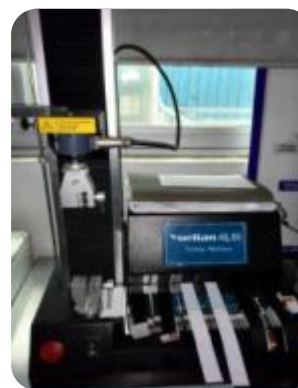
Total Head Count  
员工人数



X-rite Spectrometer



ROHS testing  
machine XRF



Tensile Test Machines



2D profile projector

# QMS/EMS certificates

## 质量/环境管理体系证书



**We will make your business successful !**  
**我们将会助您的业务取得成功！**





# Thank you.

