



September 24, 2018

To Our Valued PDC & IDenticard Customers:

For the past several years, Brady Corporation has been managing two closely related identification solutions businesses under individual brand names: PDC and IDenticard. **Effective September 24, 2018, these companies will be unified as one business, operating as PDC IDenticard.**

PDC IDenticard will leverage its combined strengths, products, and resources, while also simplifying to a single brand identity, to better serve our customers.

More Value for PDC IDenticard Customers:

- We are expanding our sales and service teams to ensure optimal coverage and responsiveness to improve your experience when doing business with our company. You will be contacted soon with information about your new account team.
- You will have access to a more comprehensive range of identification products and safety solutions than ever before, including labels, wristbands, badges, lanyards, access control software, and risk-reducing consumables.
- There is no change to contracts, or how you place orders at this time. You can contact us and order the same way you always have. We will work toward systems integration in the coming months.

PDC IDenticard is proud to be a part of Brady Corporation, an international manufacturer and marketer of complete solutions that identify and protect people, products and places. Brady's products help customers increase safety, security, productivity and performance.

We expect this unification will improve how we serve you and offer you a broader range of high quality, innovative identification products for today and into the future.

Sincerely,

A handwritten signature in black ink that reads 'Scott Vuchetich'.

Scott Vuchetich
Vice President and General Manager, PDC IDenticard
Brady Corporation

