



Dear Valued Distributor,

Brady Australia will be implementing an approximate average price adjustment of 5% across our product range, effective Monday, 10th November 2025.

This adjustment is necessary due to increases in key operational costs beyond our control, including raw materials, transportation, labour and overheads. To ensure we can continue to deliver the quality and reliability you expect, we must reflect a portion of these rising costs in our pricing.

[Click here to download](#) the updated Brady price list and use this notification period as time to adjust these prices accordingly in your system.

NOTE: If you're unable to download the file, please open this email in your browser by clicking [here](#). Once it's open in your browser, simply click on the download link again.

IMPORTANT: This price list does not include any contract pricing negotiated between you and your Territory Manager. Please contact your Territory Manager for information regarding any contract pricing.

As a reminder, you can instantly check your current distributor pricing by simply logging on to your Brady distributor account online, where you can also track orders and design and order custom products. Login at www.bradyID.com.au.

If you have any further questions regarding this price increase, please do not hesitate to reach out to your local Brady Territory Manager. Alternatively, our Customer Service team is available on [1800 620 816](tel:1800620816) at any time to discuss these changes.

We sincerely appreciate your continued support and look forward to growing our partnership in providing essential safety and identification solutions to Australian businesses.

Kind Regards,

A handwritten signature in black ink, appearing to read 'C. O'Neill', with a stylized flourish at the end.

Cameron O'Neill
Sales Director
Brady Australia Pty Ltd



BRADY AUSTRALIA PTY LTD