



FOR IMMEDIATE RELEASE

**Education Market Explores VariQuest® Visual Learning Tools at FETC 2010**

*Comprehensive suite of products helps enhance visual learning  
and improve student achievement*

**ORLANDO, Fla. – FETC Conference (Booth #308) – Jan. 12-Jan. 15, 2010** – Varitronics, a leading manufacturer and supplier of products that enhance visual learning, offers VariQuest Visual Learning Tools for use in early childhood centers, elementary schools, secondary schools and post-secondary institutions. Designed to help improve student achievement and teacher efficacy, this comprehensive suite of products includes the Design Center 1000 with VariQuest Software, Poster Maker 3600, Cutout Maker 1800 and Awards Maker 400.

“The VariQuest suite of products provides teachers, administrators and volunteers with easy-to-use tools to help them create a visual learning environment,” said David Grey, vice president and general manager of Varitronics. “Incorporating curriculum-based, personalized visuals in the classroom and throughout a school helps to improve test scores, increase school-wide communication and participation and reinforce positive behavior through student and teacher recognition.”

The Design Center 1000 is the central hub for all VariQuest products and uses touch screen technology to guide users through the creation of personalized posters, banners, cutouts, awards and stickers. Pre-loaded with VariQuest Software featuring thousands of proprietary shapes, fonts, templates and graphics used to create educationally based visuals, the Design Center also contains USB and CD/DVD drives for downloading and saving specialized images such as school logos, mascots or student photos.

The next-generation Poster Maker 3600 produces both posters and banners for indoor or outdoor use. Durable and easy to maintain, this tool contains an automatic cutter and supply recognition that reads paper color, size and amount remaining on the roll. Poster Maker paper options include Thermal Transfer Plus (TTP) which resists fading in sunlight for long-term use, Direct Thermal Paper (DTP) in which the ink is contained within the paper (can be cold laminated only) and Heavy Duty Poly (HDP) which has

water resistant and tear resistant qualities that make it ideal for outdoor applications. Due to the thermal printing process, no ink or toner cartridges are needed.

Revolutionary in both design and function, the Cutout Maker 1800 electronically cuts letters, numbers and shapes in a variety of sizes from cold laminated construction paper to cardstock with no manual cutting involved. VariQuest's electronic library of dies includes more than 4,400 curriculum-based shapes as well as pre-designed bulletin boards, saving teachers and school administrators space and time.

The Awards Maker 400 serves as an on-the-spot recognition tool used to create customized award plaques, trophy plates, bumper stickers, nametags and parking permits in a matter of seconds. With more than 575 pre-designed, customizable templates and sticker media available in various sizes and colors, the Awards Maker helps create a motivational and rewarding learning environment for virtually any occasion.

VariQuest Visual Learning Tools will be exhibited at FETC in the AVI-SPL booth #308. For more information on the educational benefits of VariQuest products, visit [www.variquest.com](http://www.variquest.com).

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### **About Varitronics**

Varitronics, A Brady Business, provides education technology products and solutions that help improve student achievement and teacher effectiveness. Varitronics' customer base includes more than 28,000 early childhood centers, elementary schools, secondary schools, and post-secondary institutions throughout North America. Schools utilize Varitronics' latest product suite, the VariQuest Visual Learning Tools, to create a visually stimulating learning environment that helps to reinforce student engagement and retention, enhance professional development programs and support creative fundraising efforts.

The interactive VariQuest suite includes the Cutout Maker, Poster Maker, Awards Maker and Design Center, and is powered by proprietary VariQuest Software featuring thousands of curriculum-aligned templates and graphics designed specifically for schools. Together, VariQuest Visual Learning Tools allow students, staff and administrators the ability to quickly and easily create customized posters, banners, award plaques, stickers, manipulatives and cutouts that help bring their lessons, activities and key messages to life.

Varitronics was founded in 1983 and is headquartered in Minneapolis, Minnesota. Varitronics was acquired by Brady Corporation (NYSE: BRC) in 1996. As part of its commitment to give back to schools, Brady has honored more than 2,000 students with college scholarships totaling over \$600,000 since 1990. For more information about Varitronics or VariQuest, visit [www.variquest.com](http://www.variquest.com).

### **About Brady Corporation**

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Its products include high-performance labels and signs, safety devices, printing systems and software, and precision die-cut materials. Founded in 1914, the company

has more than 500,000 customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Brady is headquartered in Milwaukee and employs more than 7,800 people at operations in the Americas, Europe and Asia/Pacific. Brady had total sales of approximately \$1.523 billion in fiscal 2008. More information is available on the Internet at [www.bradycorp.com](http://www.bradycorp.com).

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