



FOR IMMEDIATE RELEASE

**Varitronics Unveils the VariQuest Cold Laminator 2510,
the Latest Addition to the VariQuest Visual Learning Tools Suite**

*Educators Add Longevity and Durability to Posters, Banners, Cutouts and Manipulatives
With Safe Cold-Lamination Technology*

PLYMOUTH, Minn. – August 9, 2011 – Without using heat or even electricity, educators can protect and preserve instructional aids more easily than ever before with today’s launch of the [VariQuest Cold Laminator 2510](#) from Varitronics, a leading manufacturer and supplier of products that support visual and tactile learners. Plus, the Cold Laminator 2510 does not release fumes and is safe for use by all members of the school community, including students.

The newest addition to the suite of [VariQuest Visual Learning Tools](#) – the Design Center 1000, Cutout Maker 1800, Poster Maker 3600 and Awards Maker 400 – the Cold Laminator 2510 provides all of the original features of the previous model, the ProFinish™ Cold Laminating System, with a number of customer-requested enhancements to improve efficiency and eliminate waste in laminating visual supports, artwork, cutouts, tests and other instructional resources.

“With VariQuest Visual Learning Tools, our goal is to create products that support educational excellence and improve teacher efficacy in schools around the country. A cold laminator saves teachers’ valuable time and protects a school’s investment in visual learning resources,” said David Grey, vice president and general manager, Varitronics. “As a result, schools save precious resources, student achievement is enhanced by powerful visual learning tools and teachers have more time to focus on instruction.”

The Cold Laminator 2510's dual-sided laminate allows for trimming to the edge, without risk of separating, and without bubbling or wrinkling. Aligning 23-inch poster paper or two 12- by 18-inch sheets of construction paper is easy with the new input guides, saving educators time spent lining up posters and documents, as well as eliminating the need for trimming after lamination.

Paper loading is now a breeze, with no additional space required for long posters and banners – and they will consistently slide straight through the equipment. This new Cold Laminator is also a space saver for schools. Counter space – often at a premium in school workrooms – is available for other projects, as there is no need for extra space on either side of the Cold Laminator 2510 because of the new input and output hooks, which securely hold rolled posters or banners. It is compatible with all types of VariQuest Poster Maker paper, both heavyweight and lightweight construction paper, and all types of computer-printed media – including laser, inkjet, color and thermal – in a wide range of sizes and thicknesses.

The VariQuest Cold Laminator 2510 is available for a MSRP of \$1,995 through [authorized VariQuest dealers](#). For more information, visit <http://www.variquest.com/cold-laminators>.

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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' latest product suite, the VariQuest Visual Learning Tools, includes the Design Center, Cutout Maker, Poster Maker, Awards Maker and Cold Laminator, 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, manipulatives, cutouts, award plaques, and stickers that help bring their lessons and activities to life. For more information about Varitronics or VariQuest, visit 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. Brady's products help customers increase safety, security, productivity and performance and 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 1 million customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Brady is headquartered in Milwaukee, Wis., and employs approximately 6,600 people at operations in the Americas, Europe and Asia-Pacific. Brady's fiscal 2010 sales were approximately \$1.26 billion. Brady stock trades on the New York Stock Exchange under the symbol BRC. More information is available on the Internet at www.bradycorp.com.

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