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BRADY CORP Form 8-K July 29, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): July 27, 2004

Commission File Number 1-14959

BRADY CORPORATION (Exact name of registrant as specified in its charter)

Wisconsin (State of Incorporation)

39-0971239 (IRS Employer Identification No.)

6555 West Good Hope Road Milwaukee, Wisconsin 53223 (Address of Principal Executive Offices and Zip Code)

> (414) 358-6600 (Registrant's Telephone Number)

Item 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

On July 27, 2004, Brady Corporation announced that it is increasing guidance for fiscal 2005 to \$725 to \$745 million in sales with net income of \$56 to \$59 million and earnings per diluted Class A Common Share of \$2.28 to \$2.40. These estimates include the Company's acquisition of Emed Co. in the fiscal 2004 fourth quarter.

The Company expects Emed will add about \$55 million in sales with accretion of between \$0.25 and \$0.30 per share in fiscal 2005. In addition, in Fiscal 2004 Emed is expected to contribute approximately an additional \$10 million to the Company's previous top line guidance of \$645 to \$655 million. The Company continues to estimate net income of \$47 to \$49 million for Fiscal 2004.

Further information is included in Brady's press release filed as Exhibit 99 to this report and incorporated herein by reference.

SIGNATURE

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Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BRADY CORPORATION

Date: July 29, 2004 /s/ David Mathieson

David Mathieson Vice President &

Chief Financial Officer

EXHIBIT INDEX

EXHIBIT

NUMBER DESCRIPTION

99 Press Release of Brady Corporation dated July 27, 2004.