



**Identify and protect people,  
products and places**

for a safer, more productive world

# A safer, more productive world

## The Brady Advantage

When it comes to identification, safety and compliance, there's a clear advantage to working with Brady. We put our customers first in everything we do.

Our goal is to give you an unrivalled customer experience. We are relentlessly committed to performance and excellence - in our products, services and people.

Our products and solutions perform in ways that others simply can't match. Our people perform in ways that regularly exceed your expectations, and our focus and discipline work toward solid, long-term performance for our customers.

In short, Brady is the company you trust when performance matters most.

Learn more about the Brady Advantage at: [www.bradyeurope.com](http://www.bradyeurope.com)

## Contents

- 03 ABOUT BRADY
- 04 INDUSTRY EXPERTISE
  - Mass Transit
  - Aerospace & Defence
  - Power
  - ICT
  - Laboratory
  - Automotive
  - Electronics
  - Process industries
- 06 WIRE IDENTIFICATION
- 08 PRODUCT IDENTIFICATION
- 10 SAFETY & FACILITY IDENTIFICATION
- 12 PRINTERS & SOFTWARE
  - Portable, benchtop
  - Automation
  - Software
- 14 WORLDWIDE PRESENCE

# About Brady



## Identify & Protect

When performance matters most, Brady protects and identifies people, products and places with reliable solutions for mission critical applications in harsh environments.

Our solutions help customers increase safety, security, productivity and performance and include high performance identification labels, safety & facility identification products, printers, software, lockout/tagout and spill control products.

## When performance matters most

It all began in 1914, when Will Brady founded the W.H. Brady Company, selling photographic calendars, elaborate colour displays for ice cream parlours and point-of-purchase displays.

A focus on quality led the company to introduce in 1940 reliable labels that could keep airplane wires and cables identified even when exposed to extreme heat.

It is from this point on that, when performance matters most, Brady is able to offer a reliable identification solution.

## Excel at everything we do

Brady is a preferred identification partner in many industries because a focus on quality led the company to introduce in 1940 reliable labels that could keep airplane wires and cables identified even when exposed to extreme heat.

It is from this point on that, when performance matters most, Brady is able to offer a reliable identification solution.

Today, after a hundred years, Brady is still at the forefront of solving identification and protection challenges in the world's most demanding industries.

# Industry Expertise



## Mass Transit

Identification labels, markers or tags that do not generate smoke or toxic fumes are great identification solutions for Mass Transit applications.

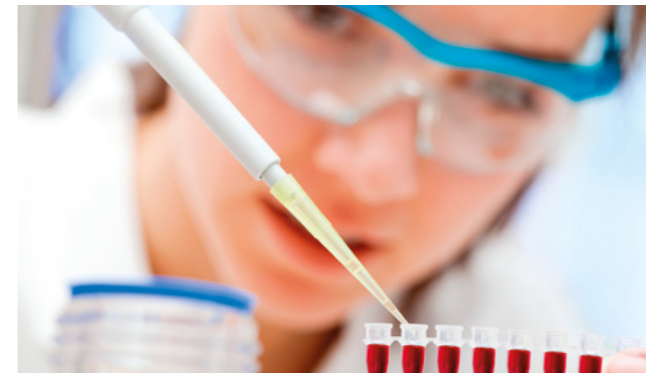
Compliant with the latest standards & norms, Brady develops high performance solutions, tailored to the expectations of the Mass Transit industry.



## Aerospace & Defence

Maximum reliability and minimum flammability optimally contribute to maximum readiness of vehicles and equipment in aerospace and defence.

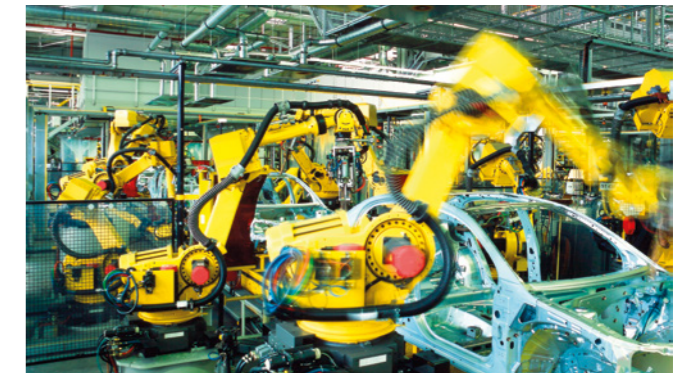
Brady offers quality labels and tags that resist extreme heat, cold and harsh environments to help reduce maintenance time to a minimum.



## Laboratory

Imagine entire sets of samples that have suddenly become anonymous because low quality labels did not survive the freezer. This is when research suffers setbacks, patients need to wait longer and laboratory costs go up.

Brady offers specialised laboratory printers and labels that stay attached and remain legible in freezers, liquid nitrogen, and autoclaves. Our labels also resist all typical chemicals used in laboratories.



## Automotive

Tracing millions of components manufactured, transported and assembled around the world is a major challenge. It is however important to avoid counterfeit components from entering the value stream, to intercept faulty components and to minimise recalls.

Brady offers fully automated labelling solutions to dispense or apply reliable, quality labels that resist heat, brake fluid, oil and aggressive solvents and that are designed to identify automotive components for their lifetime.



## Power

Clear and methodical identification of wires and components is vital to the speed of fault finding in power industries. When entire streets go dark, pressure on time and money can be fierce, and this is where well identified wires and components pay off.

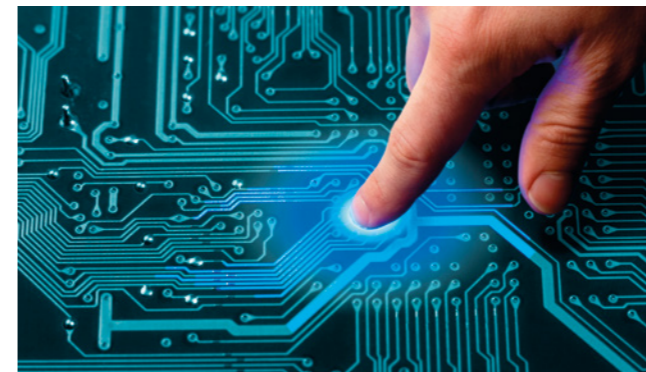
Brady offers reliable cable and component labels that stay attached and remain legible, in- and outdoors.



## ICT

In the ICT industry, speed of recovery is crucial during incidents. Reliable identification of wires and components is important to solve faulty cable issues in data centers so applications are back online fast.

Brady offers reliable labels in materials that stay attached to cables and components for fast trouble shooting.



## Electronics

The need for traceability has never been higher. Affordable, quality traceability systems will be part of the solution that creates automated real-time production visibility.

Brady offers a completely automated and affordable traceability solution that includes fast label printers, flexible label feeders, accurate label applicators and reliable polyimide traceability labels.



## Process Industries

Workplace accidents can exact a severe human toll and threaten a company's image and profitability. Reducing accidents is both a humane and economically sound business strategy.

For oil, gas, chemical, mining and food processing industries, Brady has a complete offer of quality safety identification solutions including services, products and software.

# WIRE & CABLE IDENTIFICATION

Our wire and cable identification solutions are present in some of the most critical and demanding applications in the world, and beyond. Even when launched into space, Brady labels stay in place to clearly identify wires and cables.

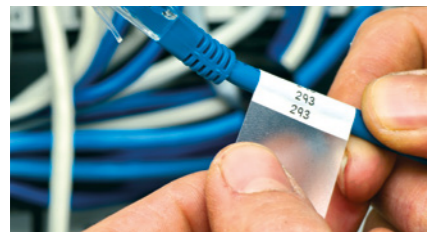


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## Heat shrinkable sleeves

Brady offers quality sleeves to slide over wires for use in a variety of applications and industries. Brady's printable and smudge-proof cable sleeves are resistant to heat, fire, common fuels, organic fluids, lubricants and solvents with minimal smoke emission.

- Standard sleeves
- Diesel resistant sleeves
- Halogen free sleeves
- High temperature sleeves

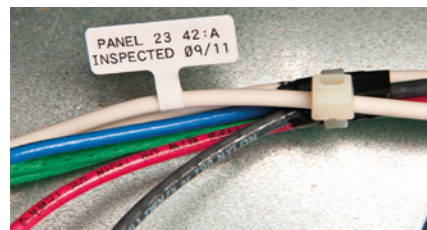


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## Wrap around Labels

Brady's wrap around labels offer good fading and abrasion resistance. They exist in a great variety offering excellent print quality and high resistance versus extreme temperatures, chemicals and fuels. Our self-laminating solutions offer extra print protection.

- Standard wrap around labels
- Self laminating wrap around labels
- Repositionable wrap around labels
- Flame retardant wrap around labels



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## Flag Labels

Flags are an excellent solution to maximise label space to print information on. P & T - shaped labels significantly reduce the adhesive contact area between the label and the cable, making them ideal to identify fibre optic cables.

- Standard flag labels
- P-shaped labels
- T-shaped labels

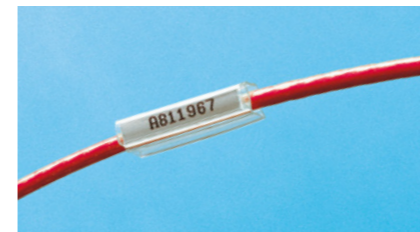


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## Tags

Tags with high tear, solvent and heat resistance can identify wires and cables in harsh environments. A wide range of colours is available. Tags are normally attached to a wire or cable using cable ties.

- Standard tags
- Harsh environment tags
- Halogen free tags

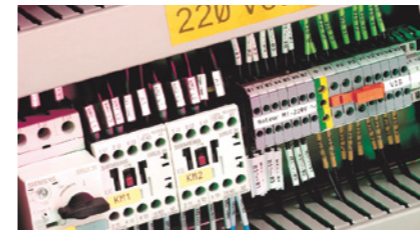


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## Clip & slide-on solutions

Brady offers a range of carriers and printable inserts that can be attached to a great variety of wires. The carrier can be applied just like a cable sleeve by sliding it over a cable before termination. Its insert is practical to replace and to reflect updates in the field.

- Slide-on solutions
- Pre-printed & print it yourself markers



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## Panel building components

Brady further supports installers by completing its wire & cable identification offer with solutions to identify all types of components: patch panels, outlets, terminal blocks, switches and push buttons.

- Patch panel & outlet ID
- Terminal block marking
- Engraved Plates Substitute
- Yellow labels & tapes
- Nameplates

# PRODUCT IDENTIFICATION

To identify, trace or protect products and components, Brady offers reliable labels that resist extreme temperatures, fire, oil, chemicals, solvents, abrasion and weathering. They are ideal for asset tracking, component/equipment identification, rating plates, barcoding or printed circuit board identification.



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## WorkHorse Series

Brady WorkHorse Series labels are made out of reliable, heavy-duty materials that are UL, cUL and CSA recognised, as well as RoHS and REACH compliant. This series is ideal for high quality/density barcoding, product and component identification, rating and serial plates, asset and inventory tracking and general identification.



- Engineered for the harshest environments
- Survives chemicals, abrasion and temperatures
- Broad range of applications



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## Defender Series

Brady Defender Series labels are custom engineered to provide print-on-demand, irreversible and visible evidence of label tampering. Multiple options are available, including fracturing labels and footprint labels. Ideal for product and component identification, rating and serial plates, these labels are engineered for superior chemical, temperature and abrasion resistance.



- Irreversible, visible evidence of tampering
- Protects warranty fraud, product tampering or asset theft
- Chemical, temperature and abrasion resistance



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## UltraTemp Series

Brady UltraTemp Series labels can withstand cleaning processes used in PCB assembly, equipment and component manufacturing. Available in a variety of options including anti-static and auto-apply equipment labels, this series is ideal for printed circuit board identification or any high heat application.



- Survives high heat (260°C) and chemicals
- Performs in reflow, wave solder and board washing
- Auto-apply equipment available



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## ToughWash Series

Brady ToughWash Series labels have been designed specifically for food & beverage industries. Able to resist cleaning agents and pressure, they can offer all the advantages of professional identification without compromising food safety.



- Easy to clean
- Does not crumble
- Metal detectable version available



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## MetaLabel Series

Brady MetaLabel Series labels are metallised and provide a reliable, cost-effective and on-site printable alternative for rating plate and asset tag applications. Brady MetaLabel Series label materials meet certain military, SAE and other specifications and are ideal for high quality/density barcode labels, asset identification and serial and rating.



- Metallic appearance – nameplate quality
- Resistance to harsh chemicals and abrasion
- True metal films for spec compliance



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## ToughBond Series

Brady ToughBond Series labels are equipped with strong adhesives to stick to the toughest and most complex industrial surfaces. These label series offers permanent identification and outstanding adhesion that is up to three times higher than standard adhesives, making it ideal for rough, powder-coated and low surface energy applications.



- Up to six adhesion values
- For rough or oil/grease covered surfaces
- No extensive surface preparation needed



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## CleanLift Series

Brady CleanLift Series labels are equipped with custom adhesives that allow for a clean and easy removal without scraping or damaging any surfaces. These removable labels are ideal for components identification, work in process identification and general purpose applications.



- Removes without scraping or surface damage
- Excellent solvent and heat resistance
- Diverse range of applications



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## VisAlert Series

Brady VisAlert Series labels are designed to provide visual indication of water or heat exposure. They can prevent shortened equipment life, due to exposure to harmful elements, as well as fraud or product misuse. They are ideal for motors, gear boxes, electrical equipment and product or component monitoring.



- Immediate visual indication of water or heat exposure
- Continually monitor product, components or equipment
- Various ranges and designs

# SAFETY & FACILITY IDENTIFICATION

Brady safety solutions are highly customisable and are used to prevent accidents from happening and can support any go for zero or workplace safety strategy. Services, training and workplace visits/audits are also available.



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## Safety Signs

Brady offers both ready-made and printable safety signs. Available materials include aluminium, rigid polypropylene, self-adhesive polyester, photoluminescent, reflective and anti-skid versions.

- ISO 7010 Signs, ADR Signs, GHS Signs
- Resists chemicals, abrasion, extreme temperatures and UV
- Standard & customised signs available



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## Area Marking

Brady area marking ranges from floor marking to loading dock labels, bin location labels and numbers & letters. They allow to provide accurate information where it is needed to increase safety and efficiency.

- Increase efficiency in warehouses, factories, offices and parking areas
- Available in various materials, permanent or removable
- Available in various colours



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## Pipe marking

Pipe markers can identify substances and their flow direction in pipes. They offer practical information for maintenance teams and can caution employees and first responders during emergencies.

- GHS/CLP Symbols
- Resists a wide range of fluids
- Printable & ready-made available



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## Lockout/tagout

Lockout/tagout is a planned safety procedure which ensures de-energisation and isolation of hazardous energy sources to increase safety during maintenance.

- Dedicated systems for various energy sources
- Durable, single keyed & master keyed padlocks
- Instructional video available

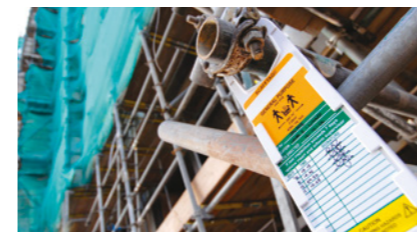


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## Spill Control

Spills of industrial grade liquids have a negative impact on workforce productivity and health. Polypropylene pads, rolls, rugs, socks and booms are efficient solutions to prevent and dispose of spills. Polypropylene absorbs its own weight up to 25 times!

- Absorbs chemical, oil and water based spills
- Cost efficient disposal
- Available in various shapes & sizes



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## Visual tagging

Visual tagging, Brady's status management system, is used to update professional users on their equipment's safety status. Using visual tagging helps to reduce incidents caused by using faulty or worn out equipment like ladders, scaffolds, forklifts, elevators and more.

- Safety status attached to equipment
- Shows last safety inspection information
- Practical holder & insert

# PRINT YOUR OWN IDENTIFICATION SOLUTION

Brady's industrial label printers offer reliable, on-demand labelling solutions for any industry. Whether it's a small handheld printer or a large, multi-colour industrial printer, Brady has an easy-to-use label printing solution that fits your needs.



## Portable printers

A complete line of handheld and portable printers enables the creation of identification labels in the field. They are light-weight and easy to use, with a rugged design and industrial strength, and are built to last in the toughest working environments. Nothing beats the versatility and durability of a Brady portable label printer.

- Creates high quality labels on the spot
- Prints wire & cable identification labels
- Prints laboratory identification labels



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## Benchtop printers

Brady benchtop label printers are easy to use and offer a full range of capabilities to provide high quality, cost effective printing on a great variety of labelling materials. Brady offers a huge amount of specialised label materials that stick to every surface, and can resist extreme temperatures, solvents and chemicals.

- Delivers high quality manufacturing labelling
- Prints wire & cable identification
- Meets standards in safety & facility identification



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## Automation

Brady's printer applicators offer an automated solution for applying print on-demand labels to circuit boards, wires and cables and a variety of other products. They provide crisp printing, accurate placement and reliability at high speed.

- Easy to implement automated traceability solution
- Specialty applicators for laboratory
- Prints dedicated labels with clean liner technology



## Label & Sign design

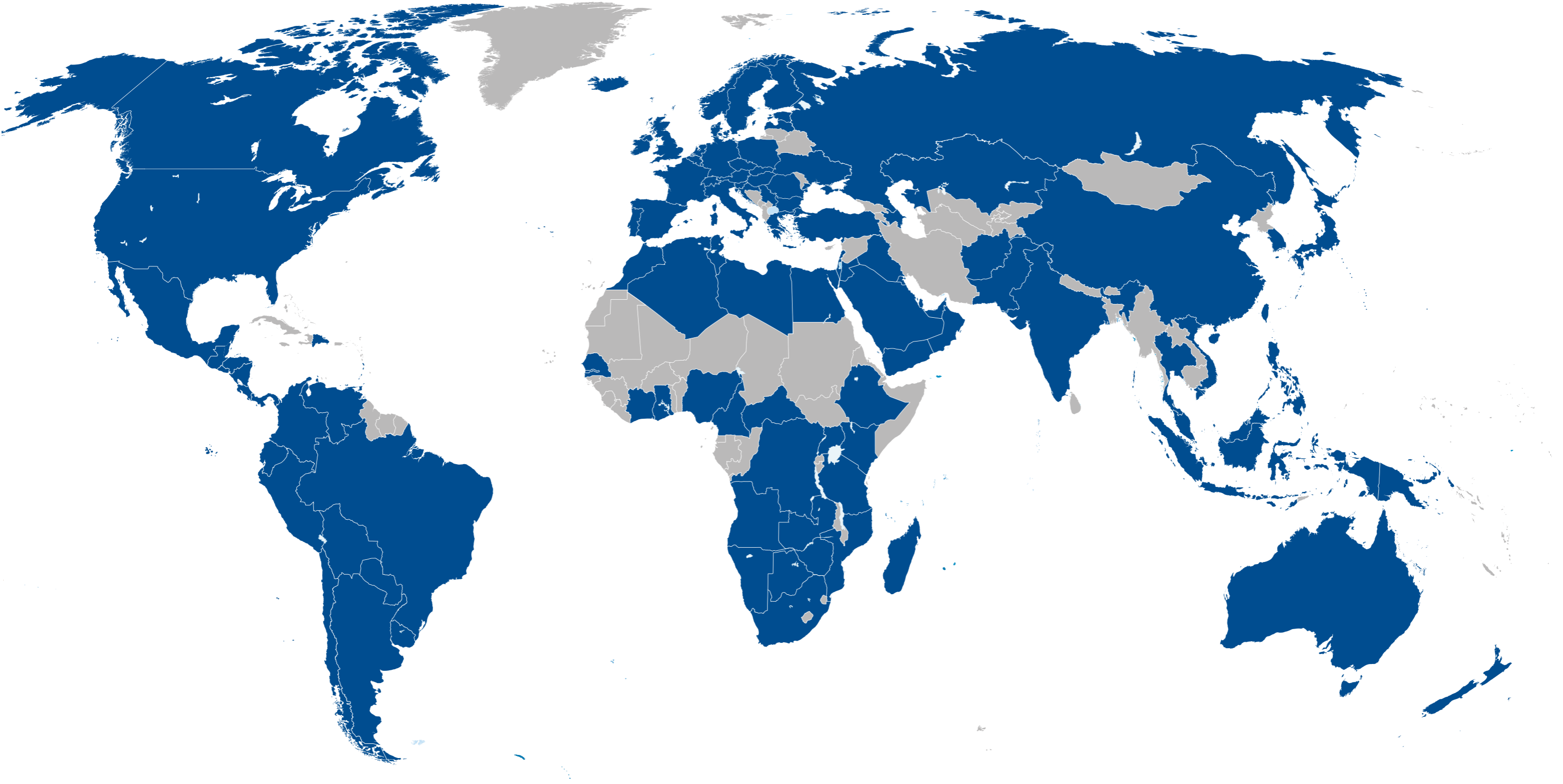
Brady Workstation enables you to easily design any label or sign to identify products, cables and facilities using 20+ professional label design apps and tools. Simply select the apps and tools you need, activate a 30 day free trial and purchase when satisfied.



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# BRADY'S WORLDWIDE PRESENCE

Brady Corporation develops and manufactures solutions that identify and protect people, products and places. Our wide range of products provide a complete solution for all of your identification needs, anywhere in the world.



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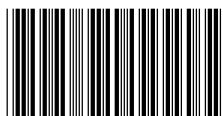
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