



# **Your Start-to-Finish Solution for Identification**

Information and Communications Technology

# Your Complete Start-to-Finish Solution for Your Identification Needs

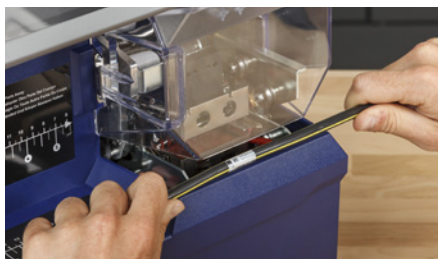
As we move to an increasingly wireless world, the amount of cabling in facilities increases as more devices are connected and dated systems are upgraded. In fact, it's estimated that service providers and enterprises spent more than \$1 trillion on telecom / datacom gear and software in the past four years.

Whether you're a designer, installer or end-user, you need a trusted partner that understands the specific challenges in the Information and Communications Technology (ICT) industry. Turn to Brady. We bring more than 100 years of experience in identification, providing engineered solutions and industry expertise for a full start-to-finish solution for your ICT needs.



## Portable Label Printers

Choose from a complete line of portable printers to support your labeling projects so you can stay on site and get your work done. These lightweight printers provide a durable design and an easy-to-use interface making them ideal for all of your labeling tasks. All portable printers are equipped with commonly used ICT formatting options including multi-line printing, print rotation and serialization.



## Benchtop Label Printers and Automated Applicators

Complete your large identification projects with one of our easy-to-use benchtop printers. These printers are designed for high-performance printing day in and day out, and work with software from Brady for expanded label creation capabilities to help automate your processes. From basic high-volume projects, to automated print and apply solutions, Brady has a printer that fits your ICT needs.



## Industry-Tested Materials

Reduce downtime with our world-class label materials that are engineered to withstand the harshest industry environments for long-lasting clear identification. We produce a wide variety of custom or stock die-cut and continuous label materials specifically designed for use in ICT applications including vinyl, polyester, polyimide and more.



## Versatile Software

Make work easier with software that provides solutions for your label creation and cable management needs. Use Brady Workstation Software to easily create labels and automate your label creation process to save you time and reduce errors.

Experts in ANSI TIA/EIA 606C compliance.

# Portable label printers for on-site labeling



## BMP21-PLUS Printer

Your go-to printer for on-the-spot basic labeling needs. The durable exterior is built to withstand wear and tear of the field. This printer provides automatic-label formatting for cable wraps, patch panels, terminal blocks, cable flags and general banner labels.



## BMP41 Label Printer

Your step up from basic labeling needs. This rugged printer gives you the versatility of both die-cut and continuous labels and provides more advanced text and formatting options.



## BMP51 Label Printer

Offers the same great quick material changes as the BMP41 and BMP21-Plus, and adds wireless printing capabilities. With the optional Wi-Fi card, labels can be created on your mobile device and then printed from the BMP51. This printer also offers a wider range of materials specifically designed for ICT requirements.



## BMP61 Label Printer

A rugged and reliable partner in the field and dependable workhorse in the shop. This printer offers multiple user interfaces, a touchscreen, import and export capabilities and a variety of ways to connect and save your data, including an optional Wi-Fi model.



## BradyPrinter M611 Mobile Label Printer

Your durable print-from-everywhere solution. Pair this intuitive printer with the Brady Workstation Express Labels Mobile App, and experience the convenience of easy label creation. This combination of printing and mobile technology allows you to get your data whether your in the office or in the field, and print via Bluetooth or Wi-Fi.



## BMP71 Label Printer

The most versatile in the portable printer family easily crosses over into the benchtop printer family. Create labels in the field and view them before printing using the large full-color screen. Or, use it as a desktop printer by connecting it to your PC to create labels using a variety of label creation software from Brady.

Printer	Volume	Speed	Max. Label Width	Connectivity	Print Resolution	Barcode on Label
BMP21-PLUS	50 labels/day	0.40 in./sec (10.16 mm)	0.75 in. (19.05 mm)	N/A	203 dpi	Code 39 and 128
BMP41	250 labels/day	1.30 in./sec (33.02 mm)	1.00 in. (25.40 mm)	PC via USB	300 dpi	Code 39 and 128 and more using Brady Workstation
BMP51	750 labels/day	1.18 in./sec (29.97 mm)	1.50 in. (38.10 mm)	PC via USB	300 dpi	Code 39 and 128 and more using Brady Workstation
BMP61	1,000 labels/day	1.33 in./sec (33.78 mm)	1.92 in. (48.77 mm)	PC via USB/WiFi	300 dpi	Code 39 and 128 and more using Brady Workstation
BradyPrinter M611	1,000 labels/day	1.33 in./sec (33.78 mm)	1.92 in. (48.77 mm)	Bluetooth/Wi-Fi/USB 2.0	300 dpi	Driven by software
BMP71	1,000 labels/day	1.50 in./sec (38.10 mm)	2.00 in. (50.80 mm)	PC via USB	300 dpi	Code 39 and 128 and more using Brady Workstation

# Benchttop printers and automated applicators for high-volume projects



## BradyPrinter i3300 Industrial Label Printer

Get no waste, more labels and less effort printing. This printer boasts smart cell technology that allows the printer, label materials, ribbons and software to work together so you get fast and efficient label setup. You also get the added bonus of no-waste printing and a wide material offering so you can complete identification tasks throughout your facility.



## BradyPrinter i5100 Industrial Label Printer

This printer provides the fundamental printing capabilities for the work you need to get done every day. You'll get the perfect combination of high-volume performance and smart printing technology to make high-mix printing easier throughout your facility.



## BradyPrinter i7100 Industrial Label Printer

Your heavy-duty, high-volume and high-accuracy label printer. This printer has a specially designed print head to maintain readability on labels as small as 0.125 in. The solid frame and high-speed processor ensure you'll keep printing all day, every day.



## Wraprotor A6500 Wire ID Printer Applicator

Turn a series of inefficient labor-intensive tasks into an easy automated process. This time-saving printer applicator prints wire ID labels and applies them in as few as five seconds.

Printer	Volume	Speed	Max. Label Width	Connectivity	Print Resolution
BradyPrinter i3300	3,000 labels/day	up to 4.00 in./sec (101.6 mm)	4.25 in. (107.9 mm)	PC via USB and Ethernet	300 dpi
BradyPrinter i5100	5,000 labels/day	up to 11.80 in./sec (299.7 mm)	4.16 in. (105.6 mm)	PC via Serial, USB 2.0 and Ethernet 10/100	300 dpi, 600 dpi
BradyPrinter i7100	7000+ labels/day	up to 11.80 in./sec (299.7 mm)	4.33 in. (109.9 mm)	PC via Serial, USB 2.0 and Ethernet 10/100	300 dpi, 600 dpi
Wraprotor A6500	7,000+ labels/day	5 seconds to print and apply	2.00 in. (50.8 mm)	Standard: USB, Ethernet 10/100	300 dpi

# Materials for every application

Whether you want to print via thermal transfer, laser or ink jet, Brady has the label materials to suit your needs.

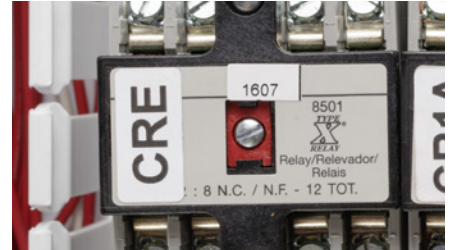
## Common ICT applications include:



**Equipment Labels**



**Self-Laminating Labels**



**Inside Panel Component Labels**



**Wrap-around Cable Labels**



**Cable Tags**



**Cable Flags**



**Heat Shrink Cable Markers**



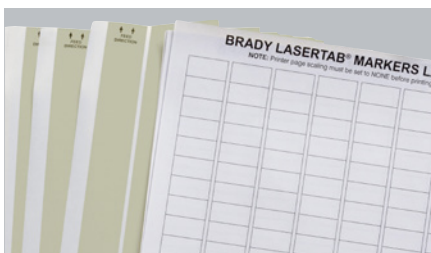
**Patch Panel Labels**



**Fiber Optic Cable Markers**



**Asset Tracking Labels**



**Ink Jet and Laser Sheet Labels**



**Safety Labels**

# Software to make your label design, print and management easier

## Brady Workstation

Brady Workstation is a combination of applications and software suites that are designed to help you easily create and print labels for specific applications throughout your facility. These apps and suites are tailored to make completing specific tasks throughout your facility fast and easy so you can complete the job with ease.

Check out these especially helpful software options for ICT:



**Product and Wire Identification Suite** - When you need to create product labels, wire and cable markers, and panel labels this suite is your go-to solution. It allows you to create basic text labels or labels with graphics and custom formatting, and serialize and import data.



**Data Automation Suite** - Get the power to fully automate your label printing with this suite. Easily set up templates and import data to make label creation an automated and error-free process.



**Print Partner Suite** - This suite includes everything you need to fill in your templates and print, including importing data from a variety of supported data sources or automatically generating sequential data for your labels.



**Patch Panel App** - This datacom-designed software allows you to create your patch panel labels for any panel configuration under the sun, and save the layout so you don't have to start from scratch on your future projects. With simple panel setup options and data replication, you can create both your patch panel and cable labels without re-entering your data.

For more information on Brady Workstation apps and suites, go to [Workstation.BradyID.com](http://Workstation.BradyID.com).

## Brady Workstation Mobile App



**Brady Workstation Express Labels Mobile App** - Your one-stop-shop for labeling, this app integrates common cloud providers to download files, templates and lists to your mobile device. Ready-made templates and editing tools make creating labels easy in the field. For use with BradyPrinter M611 Mobile Label Printer, BMP®51 and BMP®61 Portable Label Printers.

# Complete your facility identification

For all of your facility identification needs, Brady offers a comprehensive catalog of solutions.



**Safety and Facility Signs**



**Lockout Tagout**



**Floor Marking**



**Spill Control**



**Pipe Marking**



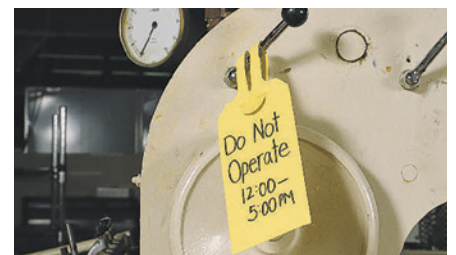
**Cabinet/Rack Marking**



**Arc Flash Services and Labeling**



**Placards**



**Tags**

# Brady Corporation

Our mission is to identify and protect people, products and places



## COMPANY OVERVIEW

BRADY was founded in 1914 in Eau Claire, Wisconsin, as W.H. BRADY Co., and renamed BRADY Corporation in 1998. The company began selling products internationally in 1947. In 1984, BRADY went public, with stock trading on the Nasdaq Stock Market, and in 1999, moved trading of its stock to the New York Stock Exchange, where it trades under the symbol BRC. The company's global headquarters is in Milwaukee, Wisconsin.

## BRADY MANUFACTURES AND MARKETS:

- products for identification and safety applications such as signs and markers, printing systems and software to produce identification products on-site and on demand
- products for wire identification, including labelling materials and tools for wire and cable marking in the electrical, datacom and telecommunication markets
- high-performance identification products, including labels and signs that remain legible and highly adhesive even in harsh environments
- products that identify people and enhance security by ensuring the right persons are in the right places at the right time

## OPERATIONS – SOME FACTS:

- 6500 employees around the world
- Operations in 29 countries
- Distribution in more than 100 countries through more than 4,400 distributor partners



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