

simple.



Brady IP™ Printer System
Intelligence by Design

Outperforming Expectations
Brady Thermal Transfer Printers

hi

let me introduce myself...

Smart Cell Technology

- **Printer communicates** with software, materials and ribbons making printing simple
- Load Brady IP™ enabled material and the software recognizes it
- Visually check the printer and material information using the status monitor on the PC

Intelligence by Design

- **No more calibration** for notched, gapped or continuous material
- Center justified material guides keep a consistent print image
- Easy loading with straight feed path
- Brady IP Ribbon design keeps printing clear

Intuitive LCD Display

- **Correct material/ribbon match displayed**
- Sensor position visually shown
- Monitors material and ribbon usage
- Intelligent troubleshooting with corrective action

Printer is ready for work

- Thermal transfer, 4" wide, 300dpi or 600dpi
- Lightweight, flip top, compact design
- USB, serial and 10/100 Ethernet is standard



Technology | makes the difference

Who knew printing could be so simple.

The Brady IP™ Series Printer is part of a complete printing solution. It is the first thermal transfer industrial printer that uses smart cell technology to communicate with the material, ribbon and software.

Critical components to Brady's Hassle-Free Printing system are:

- Brady IP™ Printer
- BradySoft™ Software or LabelMark™ Software
- Brady IP™ Enabled or Compatible Materials
- Brady IP™ Enabled Ribbons
- Brady360 Comprehensive Customer Care



In our day to day printing it would definitely boost efficiency. Especially in reducing down-time when changing labels.

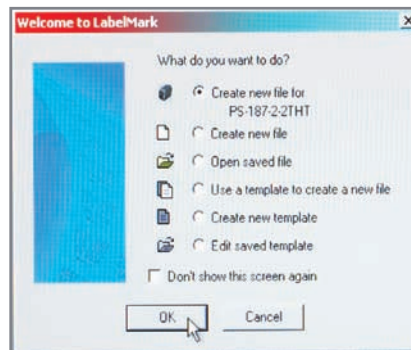
Tim Mendez, PSC
Sr. Technician / Quality Control

Load. Click. Print. It's just that simple.

The Brady IP™ Printer System: A smart and simple solution for high performance on demand printing.



Load



Click



Print

Multiple Users | multiple materials

Brady's IP™ Printing System offers seamless interactivity and hassle-free printing. The system provides great mark permanence, low installation cost and inventory management.

Brady IP™ enabled materials with the Brady IP™ Printing System is a powerful yet simple solution for wire identification. With this innovative printing system high mix/low volume print jobs are a snap. The smart cell technology automatically transfers material information so set up time for changing supplies is drastically reduced.

- New operator, new materials...no problem
- Less material waste and less user stress
- Reduced set up time when changing materials
- No more calibrating or formatting materials... it's just that simple

Industries Served:

Electrical/Data Communications

- Wire and Cable Marking
- Maintenance and Construction

Electrical Equipment Manufacturers

- Aerospace, Rail, Mass Transit, Ship, Automotive
- Government and Defense
- Automation Control Panels
- Wire and Cable Harness Shop

Push Button



Wire Marking Sleeves



Terminal Block



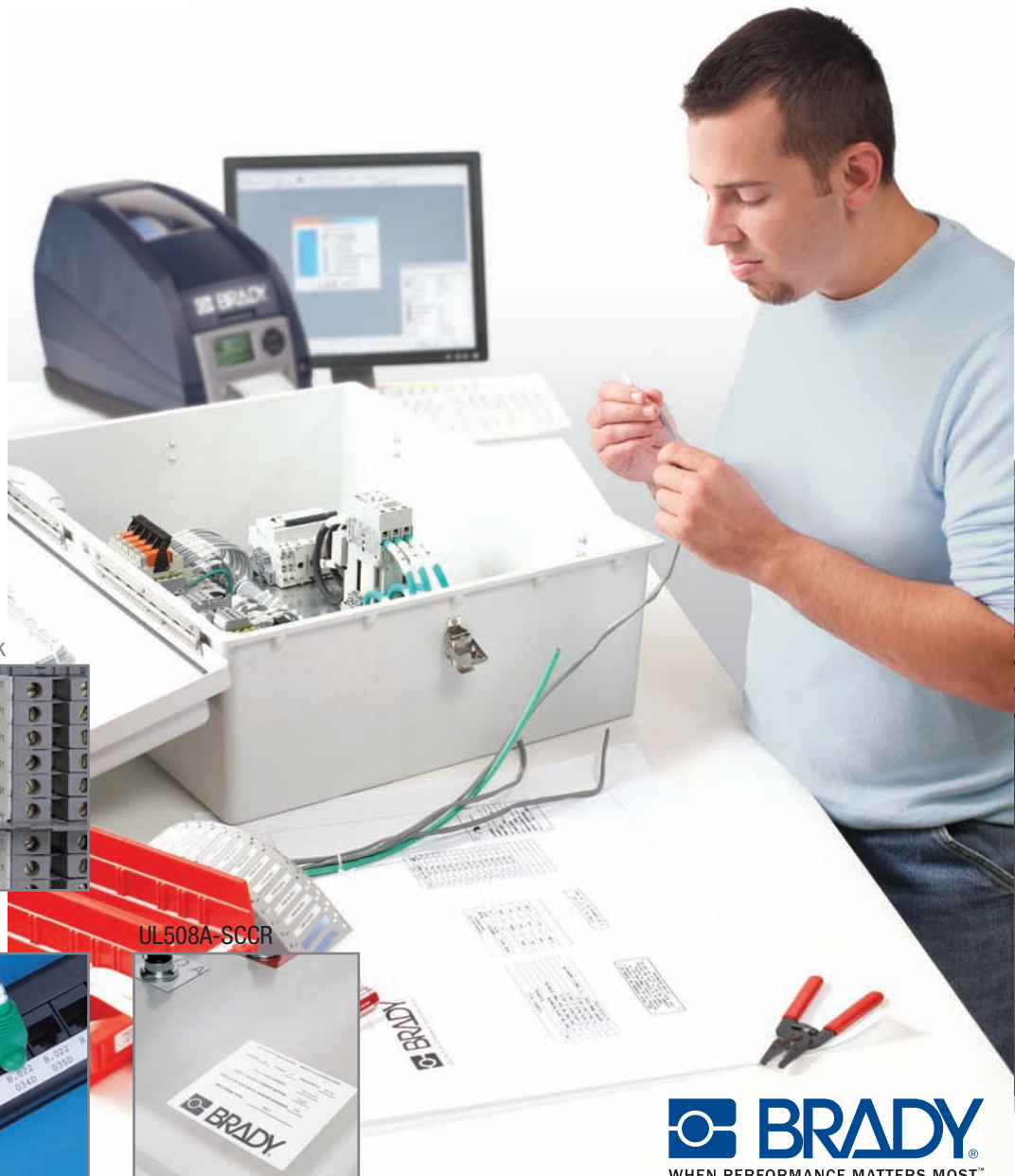
Wire & Cable ID



Patch Panel



UL508A-SCCR



Right Place

right
time

Brady IP™ Printer System allows manufacturers to create a lean just-in-time labeling process with reduced set up time, easy material loading and intuitive label design software.

The communication of the printer, software and materials provide a smart simple solution for manufacturers. Operators become multi-skilled and are able to use the system with minimal training. Increase worker productivity and take advantage of right time, right place, right quantity.

- Displays correct material and ribbon match...Print right the first time
- Save time with automatic software adjustments such as size, speed or heat
- Print time reduced – just open the label template, even custom labels are created in software
- Hassle-free printing... what you see is what you get

Product ID



Warranty



Arc Flash



Company Nameplate



Rating Plate



Bin Labels



Compliance Shipping



DoD UID



Industries Served:

- Industrial Manufacturing
 - Original Equipment Manufacturers
 - Automation/Control Panel Assembly
- Electronics
- Government/Defense
- Healthcare/Laboratory
- Automotive
- Agriculture
- Wire ID Industries

Smart | simple

Brady IP™ Printer Information

Part Number	Description
BP-IP300	Brady IP 300 dpi Standard Printer
BP-IP300-P	Brady IP 300 dpi Printer with Peel/Present
BP-IP600	Brady IP 600 dpi Standard Printer
BP-IP600-P	Brady IP 600 dpi Printer with Peel/Present

Brady IP™ Printer Information



Look for this logo on Brady materials, to gain the full benefit of the Brady IP™ System communicating with the printer and software.



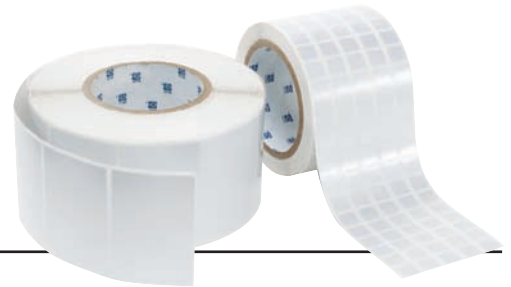
Materials marked with the Compatible logo (such as metallized) will communicate by user selection in the software.

Material width: 0.25" – 4.16" Material thickness: 0.002" to 0.029"
Liner width: 1.0" to 4.2" Ribbon: Brady IP Enabled Ribbons
Maximum print width: 4.16" Material height (300dpi): 0.125" to 40"
Material height (600dpi): 0.125" to 20"

Brady's New Metallic Looking, Non-Metal Materials

Brady's new metallized, non-metal label provides hassle-free printing and ease-of-use for Brady IP™ Printer owners. Its metallic-look is ideal for rating plates and other industrial applications.

- Brady B-413 used in standard industrial applications with permanent adhesive
- Brady B-480 with MONDO BONDO™ ultra strong adhesive



BRADY360 Comprehensive Customer Care

Brady's line of extended services will get you printing faster and more efficiently. With preventative components that will extend the life of your printer by ensuring it is in peak running condition and a safety net of loaner and warranty extension options, you will minimize and quickly resolve unforeseen downtime at a predictable cost.

Brady Software Information

BradySoft™ Software 8 – BradySoft™ 8 Label Design Software is a powerful program that helps your organization manage assets and resources, control distribution channels and stock levels, track documents, or manage data records.

LabelMark™ Software V3 – LabelMark™ Labeling Software makes it is easy to create your own templates, add a barcode, image or text. Serialization wizard and data import wizard allow user to import data from spreadsheets as well as import external data on multiple labels.

We've taken the stress out of setting up your printer.



With Brady's Stress FREE System Setup, a member of the Brady Technical Support team will walk you through the set-up of your new printer. To schedule a FREE phone appointment: Call 1-800-643-8766; select Option 4. Or visit www.bradyid.com/setupservice.

www.bradyid.com/ip

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 **BRADY**
WHEN PERFORMANCE MATTERS MOST™