



Brady IP™ Printer System

Intelligence by Design

Outperforming Expectations

Brady Thermal Transfer Printers



Technology – makes the difference

Who knew printing could be so easy.

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 IP™ Printing system are:

- Brady IP™ Printer
- BradySoft™ Software or LabelMark™ Software
- Brady IP™ Enabled or Compatible Materials
- Brady IP™ Enabled Ribbons



“ 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 easy.

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



Load



Click



Print

Multiple Users – multiple materials

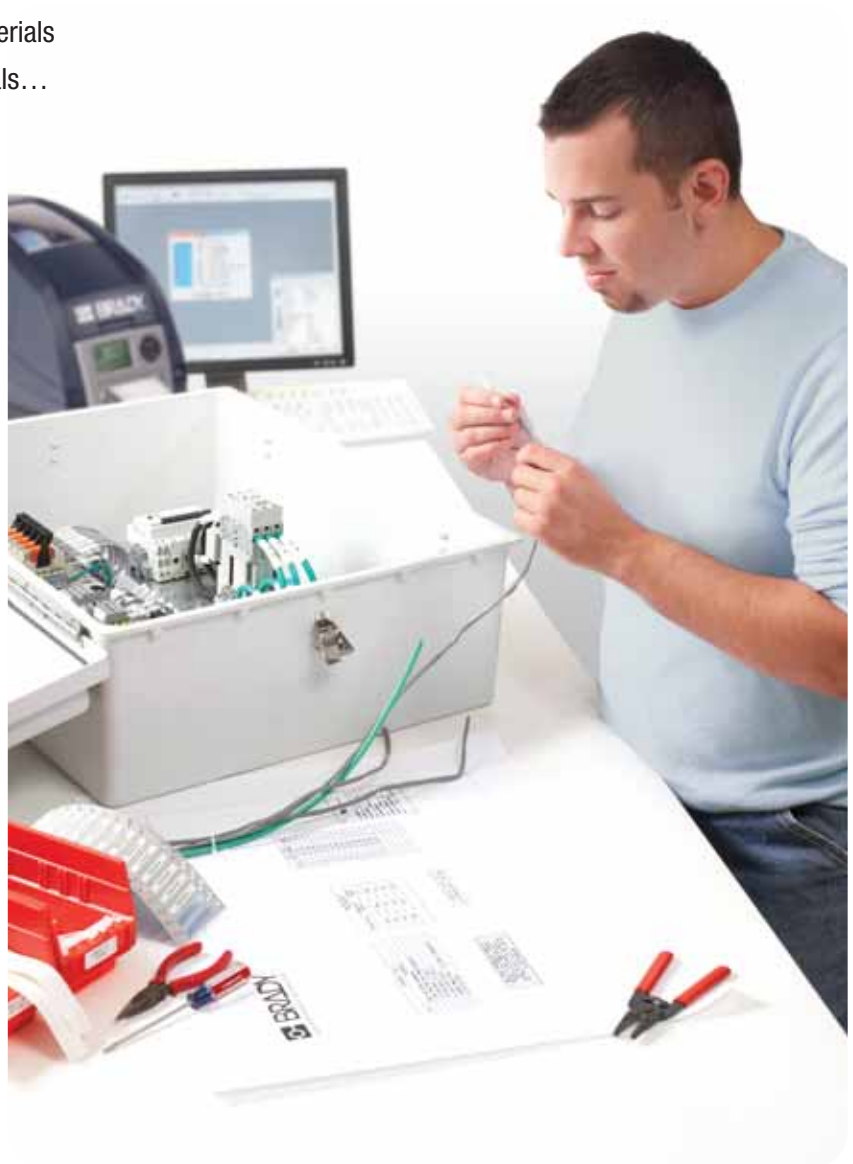
Brady's IP™ Printing System offers seamless interactivity and hassle-free printing. The system provides great mark permanence, low installation cost and inventory management.

Brady IP™ enabled materials with the Brady IP™ Printing System is a powerful yet easy solution for all your identification. With this innovative printing system high mix/low volume print jobs are made easy. 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 easy

Industries Served:

- Electrical/Data Communications
- Wire and cable marking
- Patch panel ID
- Maintenance and construction
- Electrical Equipment Manufacturers
- Aerospace, Rail, Mass Transit, Ship, Automotive
- Automation Control Panels
- Wire and Cable Harness Shop



Push Button



Wire Marking Sleeves



Terminal Block



Wire & Cable ID



Patch Panel

Right Place – right time

Brady IP™ Printer System allows manufacturers to create a lean just-in-time labelling 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 and easy 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.
- Hassle-free printing... what you see is what you get.

Industries Served:

- Industrial Manufacturing
 - Original Equipment Manufacturers
 - Automation/Control Panel Assembly
 - Item identification & regulatory requirements
- Low volume/high mix electronics
- Government/Defence
- Healthcare/Laboratory
- Automotive
- Wire ID Industries



Item ID



Warranty



Warning label



Company Nameplate



Rating Plate



Bin Labels

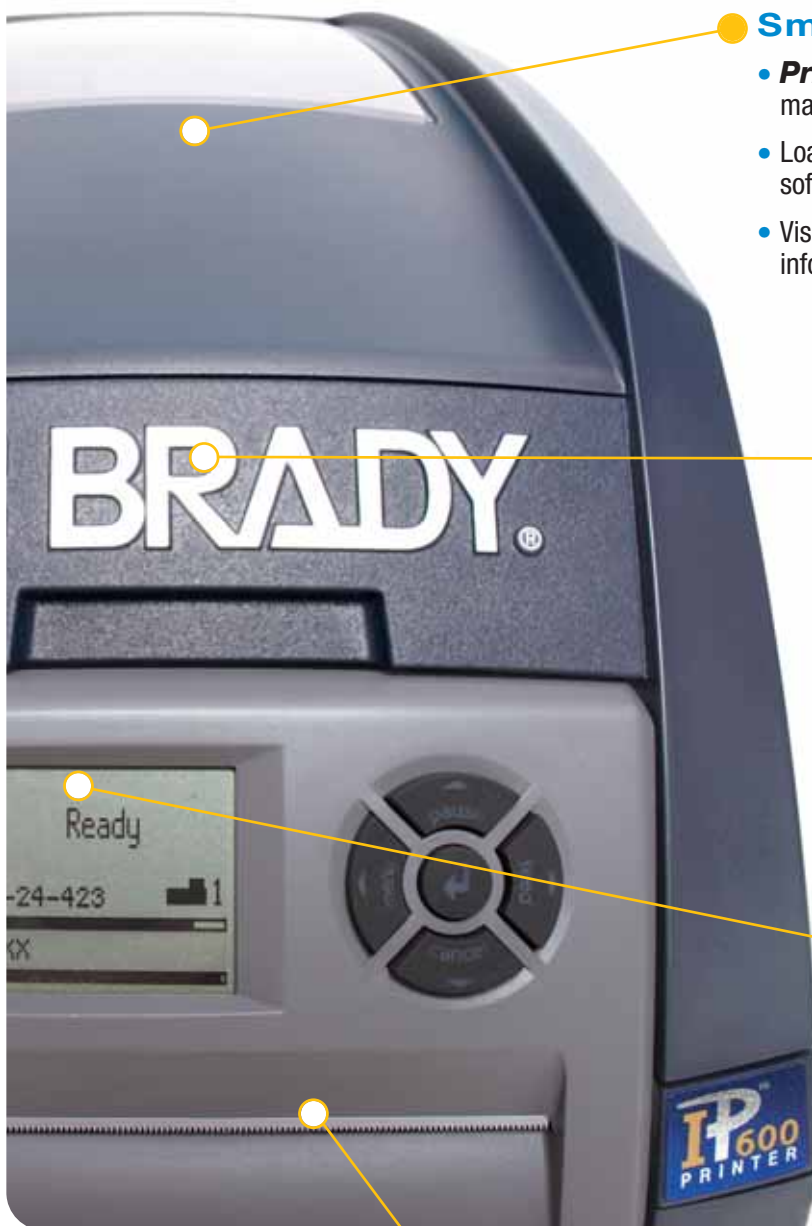


Compliance Shipping



Lab & Healthcare Identification

Let me introduce myself...



Smart Cell Technology

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

Intelligence by Design

- **No more calibration** for notched, die-cut or continuous material.
- Centre 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, 105 mm wide, 300dpi or 600dpi.
- Lightweight, flip top, compact design.
- USB, serial and 10/100 Ethernet is standard.

Smart – simple

Brady IP™ Printer Information

| Part Number | Description |
|----------------|--|
| BP-THT-IP300 | Brady IP 300 dpi Standard Printer |
| BP-THT-IP300-P | Brady IP 300 dpi Printer with Peel/Present |
| BP-THT-IP600 | Brady IP 600 dpi Standard Printer |
| BP-THT-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 metallised) will communicate by user selection in the software.

| | |
|---------------------------|--------------------------|
| Material width: | 6.35 – 105.66 mm |
| Liner width: | 25.40 – 106.68 mm |
| Maximum print width: | 105.66 mm |
| Material thickness: | 0.05 mm – 0.74 mm |
| Ribbon: | Brady IP Enabled Ribbons |
| Material height (300dpi): | 3.18 – 1016 mm |
| Material height (600dpi): | 3.18 – 508 mm |

Brady's New Metallised, Non-Metal Material

Brady's new metallised, 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. With these materials you can work in IP enabled mode.

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



Brady Software Information

BradySoft™ Software 8.1 – BradySoft™ 8 Label Design Software is a power program that helps your organisation manage assets and resources, control distribution channels and stock levels, track documents, or manage data records.



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