



# Product and wire identification benchtop printer comparison guide

Once you know which label material you need for your next design, the next step is finding the right printer to create quality labels on-demand. Brady has a variety of high-performance, reliable printers to choose from.



**BBP®12 Label Printer**  
(300 dpi)



**BradyPrinter i3300**  
(300 dpi)



**BradyPrinter i5100**  
(300 dpi) / (600 dpi)



**BradyPrinter i7100**  
(300 dpi) / (600 dpi)



**BBP®72 Printer**  
(300 dpi)



**BradyPrinter A5500**  
(300 dpi)



**Wraprotor A6500**  
(300 dpi)

## Printer overview

0.8 – 4 in. wide entry-level clamshell-style desktop THT printer for lower-volume general industrial labeling with a small footprint and economical price point. Printer uses 1 in. small core THT rolls in printer or larger 3 in. core THT rolls externally fed.

0.25 – 4.25 in. wide THT printer for mid-to-low volume labeling and 20-sec. supply changeovers, no label waste and no calibration. For lab ID, wire ID, electronics and product ID, general industrial ID, GHS labeling and facility and safety ID.

1 – 4 in. wide THT printer featuring sensors that reduce label waste and automatically apply best printer settings when using IP-enabled supplies. For product ID, electronics ID, wire and cable ID, general industrial ID and lab labels. Uses 3 in. core labels.

0.4 - 4 in. production line THT printer that features high print accuracy and clarity, even on difficult-to-print materials, and an easy-to-use interface. Ideal for electronics ID, product and wire ID, component labeling and general industrial ID.

Specialty THT printer for printing double-sided wire ID sleeves. Can also be used to print two sides of other types of materials like tag stock, if appropriate materials are used.

Specialty THT system that prints and applies flag labels without wrinkles, skew or edge mismatch to reduce rework. Improves production flow and reduces labor costs.

Specialty THT system prints then applies adhesive labels to wires and cables making labeling faster and easier. Improves production flow and reduces labor costs.

## Output and label creation software (sold separately)

1000 labels/day  
5 days/week

3000 labels/day  
5 days/week

5000 labels/day  
5 days/week

7000+ labels/day  
7 days/week

7000+ labels/day  
7 days/week

7000+ labels/day  
7 days/week

7000+ labels/day  
7 days/week

Brady Workstation, LabelMark, CodeSoft, 3rd party, Windows® based software, direct-to-database scripting\*

Brady Workstation, LabelMark, CodeSoft, limited direct-to-database scripting

Brady Workstation, 3rd party Windows® based software, direct-to-database scripting\*

Brady Workstation, LabelMark, 3rd party Windows® based software, direct-to-database scripting\*

LabelMark, CodeSoft, 3rd party Windows® based software, direct-to-database scripting\*

Brady Workstation, direct-to-database scripting

Brady Workstation, LabelMark, direct-to-database scripting

## Compatible label and ribbon supplies

19 materials. 142 stock parts — 1 in. core. 1,000+ stock parts — 3 in. core (external fed). Custom available

68 materials. 485 stock parts (wire and product ID). 260 stock parts (safety facility ID). 75 stock parts (laboratory ID)

76+ materials. 2,900 stock parts — 3 in. core. Custom parts available

76+ materials. 3,400 stock parts — 3in. core. Custom parts available

5+ materials. 150+ stock parts-double-side. 225+ stock parts-single-side. Custom parts available

1 material. 7 stock parts. Custom parts available

3 materials. 17 stock parts. Custom parts available

**Ribbon:** loose roll, thread-thru  
**Labels:** loose 1 in. open core roll (or 3 in. core external-fed)

**Ribbon:** snap-in cartridge  
**Labels:** drop-in cartridge  
20-second complete changeover

**Ribbon:** loose roll, thread-thru  
**Labels:** IP-enabled ribbon  
loose 3 in. open core roll

**Ribbon:** loose 1 in. open core roll, thread-thru  
**Labels:** loose 1-3 in. open core roll

**Ribbon:** loose 1 in. open core roll, thread-thru  
**Labels:** loose 3 in. open core roll

**Ribbon:** loose roll, tied consumables  
**Labels:** cartridge, thread-thru

**Ribbon:** loose 1 in. open core roll, thread-thru  
**Labels:** cartridge, thread-thru

\* Windows® is a registered trademark of Microsoft Corporation

Contact your authorized distributor or visit [BradyID.com](http://BradyID.com) to get started.



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(300 dpi)

## Top applications

General industrial ID  
Product ID  
Lab ID  
Limited wire ID

Lab ID  
Product ID  
Wire ID  
Data Comm ID  
Safety and facility ID

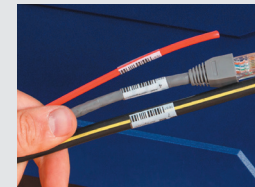
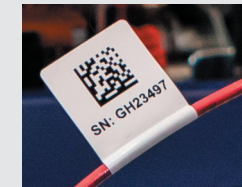
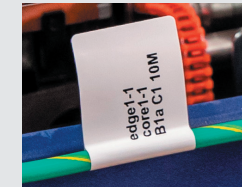
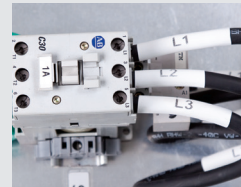
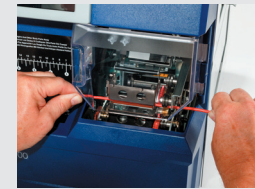
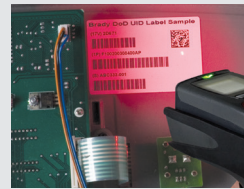
Product ID  
Electronics and circuit board ID  
Wire cable and panel ID  
Data Comm ID  
Logistics / warehouse ID  
Lab ID

Wire cable and panel ID  
product ID  
Electronics and circuit board ID  
Data Comm ID  
Logistics / warehouse ID  
Raised panel push buttons  
Nomex® tags

Double-sided heat shrink wire sleeves

Wire, cable, tube and hose ID (B-483)

Wire and cable ID (B-427, B-499, B-472)



USA  
Customer Service: 1-888-272-3946  
Inside Sales: 1-888-311-0775  
BradyID.com

Canada  
Customer Service: 1-800-263-6179  
BradyCanada.ca

Mexico  
Customer Service: 1-800-262-7777  
Inside Sales: 1-800-262-7777 ext 177  
BradyLatinAmerica.com