



DATA CENTER SOLUTIONS TO SECURE, SCALE AND STREAMLINE WORKFLOWS

HIGH-PERFORMANCE IDENTIFICATION FOR MAXIMIZED UPTIME

KEEP EVERYTHING RUNNING SMOOTHLY

► Identification solutions to organize even the most complex structures

As a leader in data center identification solutions, Brady delivers high-performance materials and purpose-built products specifically designed to meet the evolving needs of the industry. With specialized expertise and a full range of products, Brady is here to help your data center keep up with continuous demands while minimizing re-work.



Purpose-Built Materials

Materials science that enhances organization with labels specially designed to withstand the harsh conditions found throughout data centers.



Flexible Printer Options

Find cutting-edge automation solutions for larger jobs, or print right where the work happens with our durable portable lineup.



Brady Expertise

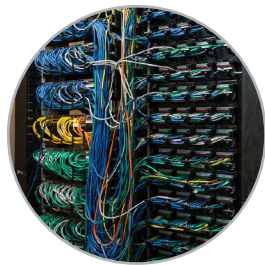
We confidently back our solutions with the know-how and skills needed to maintain efficient infrastructures. Our knowledgeable team of Brady experts is always on standby to ensure you're set up for success.



SCALABLE SOLUTIONS AT EVERY CORNER

Create a labeling system that evolves with you

Our full range of tailored solutions is designed to elevate and modernize your data center for future growth — ensuring reliability, efficiency and scalability.



CABLE & WIRE ID

Ensure seamless organization and efficient troubleshooting.

Identification solutions:

- ▶ Flags & tags
- ▶ Heat shrink
- ▶ Self-laminating
- ▶ Wrap around
- ▶ Cable bundle labeling

SERVER RACK ID

Quickly and accurately identify rack components.

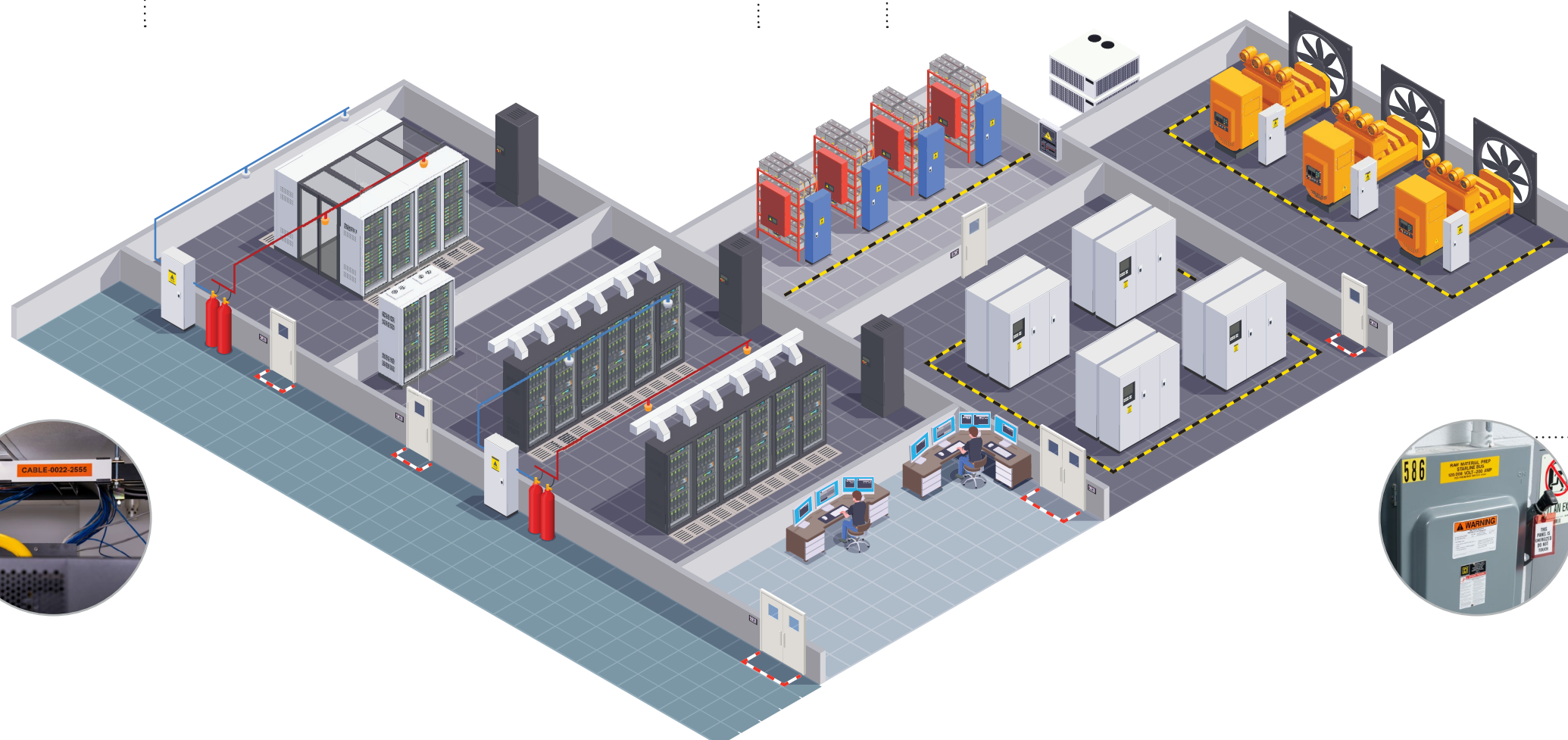
Identification solutions:

- ▶ Safety warnings
- ▶ Raised panel
- ▶ Asset ID
- ▶ Cable basket ID



SERVER RACKS

SAFETY & FACILITY



FLOOR & AREA MARKING

Use bold visual cues to effectively communicate safety information, hazards and protocols.

Identification solutions:

- ▶ Floor tape
- ▶ Facility, security and safety signs
- ▶ Pipe marking
- ▶ Projected lines and signs

SAFETY & EQUIPMENT ID

Clearly identify equipment and procedures while adhering to safety standards.

Identification solutions:

- ▶ Safety labels
- ▶ Spill kits
- ▶ Lockout tagout
- ▶ Asset ID
- ▶ Equipment labels
- ▶ Electrical safety ID



CABLE AND WIRE ID

Materials that keep up and stay on

Streamline operations with our world-class label materials engineered to withstand airflow, fluctuating humidity and wide temperature ranges. Durable, visible — even grippable, our labels can be custom ordered in any color and are ideal for printing text, graphics, QR codes and barcodes on wires, cable bundles and fiber optic cables.

Wrap and Sleeve Labels

Available in a wide variety of materials to withstand different environments and meet any data center need.

Recommended use: fiber optic, telecom, ethernet and power cables



SELF-LAMINATING | B-417, B-427

Durably designed with a clear layer to protect printed text from chemicals, abrasion and moisture for long-lasting, legible ID. Can be applied to terminated or unterminated cables and wires.

Available Colors: ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐



ROTATING | B-427

A self-laminating label that spins freely without any adhesive so data can be read from any angle. Ideal for areas with crowded wires, providing moderate durability. Can be applied to terminated or unterminated cable and wires.

Available Colors: ☐



PERMASLEEVE® HEAT-SHRINK | B-342

Industrial-grade, heat-shrinkable sleeves for permanent, tamper-resistant identification that won't unravel or slide off critical wires. Can be applied to unterminated cables.

Available Colors: ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐



WIRE WRAPS | B-499

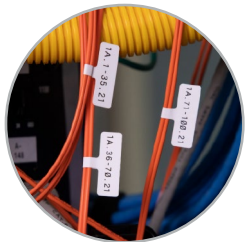
Highly pliable labels that wrap completely around a wire without overlapping the printed area. Designed to be a quick, easy solution with low to moderate durability for terminated or unterminated cable and wires.

Available Colors: ☐ ☐

Flag Labels

Designed to fit larger amounts of data on smaller wires and cables.

Recommended use: fiber optic and telecom cables



T-FLAG | B-8425, B-425A

A T-shaped compact flag that allows for easy scanning and reading with minimal wire obstruction. Ideal for small wires in areas with limited space for wrapping.

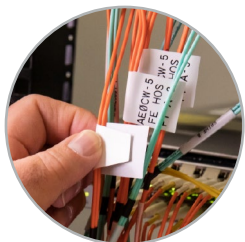
Available Colors: ☐



P-FLAG | B-8425, B-425A

A P-shaped label with a longer tail that resists rotation and provides added stability to wires that may move, bend or shift.

Available Colors: ☐



QUICKFLAG™ | B-483

A Brady-exclusive material featuring a tapered edge for fast, precise flagging and no mismatched edges. The durable adhesive resists chemicals, abrasion and extreme temperatures, reducing waste and rework.

Available Colors: ☐

Repositionable Labels

Featuring VELCRO® technology, this exclusive print-and-place material can be easily applied, repositioned or removed.

Recommended use: cable bundles



BRADYGRIP® VELCRO | B-414

Cut down on rework with repositionable identification that doesn't damage cable bundles — big or small.

Available Colors: ☐



FIND MATERIALS THAT MEET EVERY NEED

Scan to learn how Brady's labels support TIA-606 standards. Or learn more about our material performance and capabilities on **page 14**.



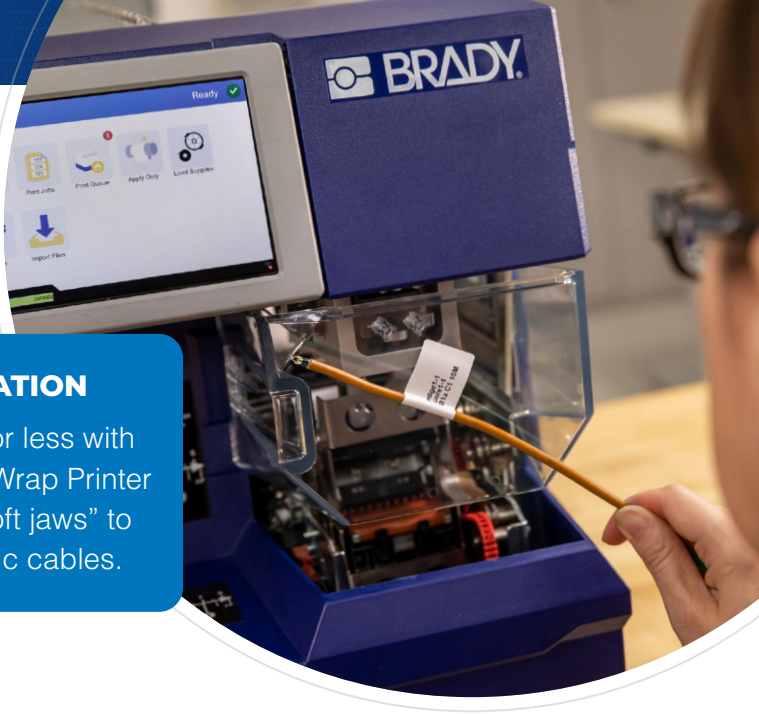
ASSET LABELING

Everything you need to keep information flowing

Brady's durable materials and advanced printing solutions help solve common data center challenges such as misidentification, disorganization and time-consuming manual tracking. With over 100 years of experience in identification, we've engineered a comprehensive selection of materials, printers and scanners specifically designed to perform in fast-paced data center environments.

MAKE IT EASIER WITH AUTOMATION

Print and wrap cables in 5 seconds or less with the Wraptor A5500-FO & A6500-FO Wrap Printer Applicator — featuring innovative “soft jaws” to prevent damage to delicate fiber optic cables.



Asset ID | Durably designed for data center performance



SERVER RACKS

Reduce downtime and simplify troubleshooting for techs with legible labels.

- ▶ B-422, B-498



PATCH PANELS & TRAYS

Clearly labeled port numbers and connection points make maintenance much more efficient.

- ▶ B-593



CABLE TRAYS

Use a raised-mount labeling system to identify cables in overhead baskets or ladders.

- ▶ B-983, B-994



PDU's

Create clear and consistent labels for easy identification and maintenance.

- ▶ B-423, B-483, B-438

Software | Solutions that take the work out of rework



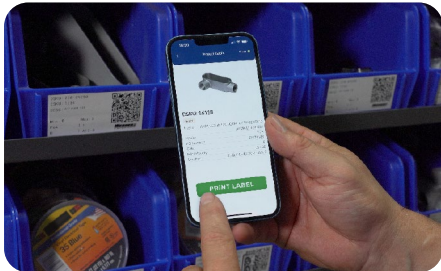
BRADY WORKSTATION

Time-saving automation, importing, templates, customization tools and dedicated customer care all in one software suite.



EXPRESS LABELS MOBILE*

Get visual design guides to simplify advanced label creation. Or make things even simpler by using BradyVoice™ to dictate data directly onto blank or wrap labels.



BRADY SDK*

Your data. Your software. Brady printers. Integrate the Brady Software Development Kit (SDK) into your current app- or web-based software for a seamless way to get label data to a Brady printer.

Printers | Label cables and racks with speed and precision



PORTABLE PRINTERS

Easily update existing racks with high-performing, small-footprint labelers that are flexible, fast and ready to label right on the spot.



BENCHTOP PRINTERS

Create a consistent labeling system for new equipment installations with industrial strength printers built for high-volume printing with speed and precision.



AUTOMATED LABELING

Loaded with advanced technology, our automated printers allow you to operate faster and more efficiently than ever — print and wrap cables in just seconds.

Track and Trace | Optimize your infrastructure with advanced capabilities



BARCODE SCANNERS

Effectively track and manage cables and assets to keep operations running smoothly.



RFID READERS

Durable and ruggedized readers built for daily scanning in the most challenging data center environments.



BARCODE LABELS

Track and manage assets with smear-resistant, legible labels up to 4" tall — ideal for scanning at a distance.

*For use with Bluetooth and Wi-Fi enabled printers.

FLOOR AND AREA MARKING

Create a safer, more efficient data center

Use standardized colors to designate specific areas like aisles, equipment locations, storage areas and emergency exits. Find a wide variety of durable materials available in solid, patterned, reflective, glow-in-the-dark and pre-printed options designed to help you organize your data center and execute Lean/5S initiatives.

The right information right where you need it



INCREASE EFFICIENCY

A properly marked data center leads to faster response times, reduced downtime and more streamlined workflows.



KEEP EMPLOYEES SAFE

Protect your team during power outages and other emergencies with photoluminescent egress marking. Reference your local building codes to meet the requirements in your area.



MEET STANDARDS

Maintain compliance with materials that support important safety standards. Clearly marked walkways, work stations and physical hazards are crucial to keep staff and equipment safe.



CONVEY IT WITH COLOR

With 14 colors to choose from, our all-weather permanent adhesive vinyl is perfect for labeling pipes, equipment, floors and other surfaces.

Safety Marking | Quickly communicate important information in your data center



SAFETY SIGNAGE

Clearly guide, warn and protect personnel with comprehensive signage solutions for exits, fire, warnings, instructions and more.



ELECTRICAL SAFETY

Identify busway systems, UPS, PDUs and branch circuit panelboards.



PIPE MARKING

Meet ANSI requirements by clearly defining pipes for quick identification.

Floor Marking | Bold, durable materials that maintain safety from the ground up



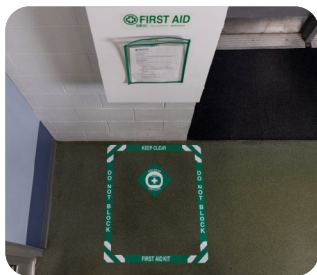
TOUGHSTRIPE® FLOOR TAPE

Use area marking to identify walkways, high-voltage equipment, server racks and CRAC unit locations with bold tape in a variety of colors and styles that stays exactly where you put it.



FLOOR SIGNS

Help staff and authorized visitors quickly and accurately navigate large data centers.



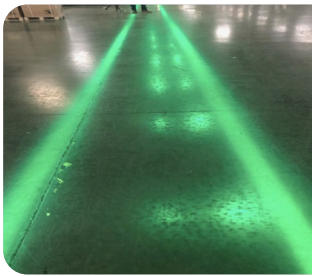
FLOOR MARKING KITS

Everything you need to create a designated space for important work or safety zones.



PRINT-ON-DEMAND TOUGHSTRIPE

Create identification for server rack locations or zone designation in a wide variety of colors and sizes.



LINE & SIGN PROJECTORS

Project lines and a variety of signs in hot, dry and anti-static areas for unmatched, long-lasting durability.



SAFETY AND EQUIPMENT ID

Mitigate risk and label for compliance

Proper identification means employees can safely locate, service and manage all aspects of a data center. Protect lives and operations by printing signs, labels and tags on the toughest materials around. Easily design and print via onboard display, PC or phone because we believe safety should always be straightforward. Simple as that.

Empowering safety with every solution



ISOLATE ENERGY SAFELY

Clearly identify energy sources and isolation points using standardized, durable safety labels and tags to facilitate effective lockout tagout, minimize equipment failure and ensure worker safety.



ENSURE ARC FLASH COMPLIANCE

Conduct required arc flash risk assessments using infrared thermography and clearly label hazards. Utilize the Brady Safety Services team to help.



STREAMLINE COMMUNICATION

Label “fed from” and “fed to” connections to ensure personnel safety, rapid troubleshooting and maintain system reliability during maintenance or emergencies.



CONVEY IT WITH COLOR

With 14 colors to choose from, our all-weather permanent adhesive vinyl is perfect for labeling equipment, assets and other surfaces.

Lockout Tagout | Keep technicians safe during maintenance and repairs



VELOCITY PADLOCKS

Build secure lock sets of any size for your electricians, mechanics, technicians and outside contractors.



LOCKOUT TAGS

Prevent accidents by providing clear warnings and essential information right at the point of control.



CABLE LOCKOUTS

An easy-to-use multi-purpose energy isolation solution ideal for devices that are difficult to lock using conventional means.



CIRCUIT BREAKER LOCKOUTS

Secure circuit breakers for PDUs and cooling systems during repairs.

Maintenance | Best practices for optimal performance



EQUIPMENT LABELS

Inform employees of safety procedures and potential hazards.



BIN LABELS

Keep small parts, cables and electronic components organized.



ABSORBENTS

Protect equipment — like generators and chiller units — and quickly respond to spills and leaks with portable kits that include everything you need to stay prepared.



Printers & Software | Make your labels pop with bold colors and premade layouts



J7300

Designed for industrial full-color, photo-quality labeling of chemical hazards, instructions and customized area ID.



S3700

Limitless options for bold multicolor THT labels and precise shapes for equipment, pipes, panels and safety signage.



M710

Technicians can design and print directly at the point-of-need with a mobile app, software or keypad and color touchscreen.



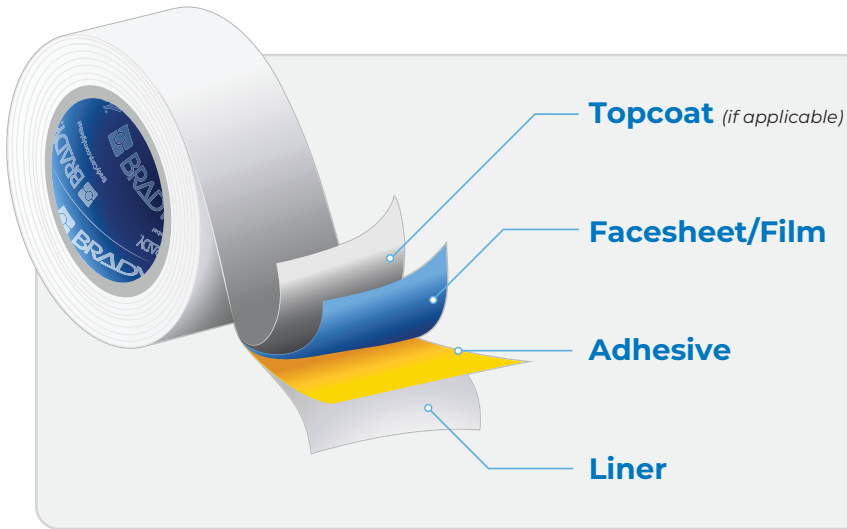
BRADY WORKSTATION

Unleash the full power of your printer with customized templates for safety signs, labels and pipe markers to keep your workplace safe.

MATERIALS MATTER


Engineered to power data center performance

Every layer of every label is specially designed to meet the specific demands of data center environments. For each material we develop, we assign a B-number and put it to the test (so you don't have to). To learn about a material's performance, see our Technical Data Sheets (TDS) for material composition, chemical resistance, regulatory compliance and expected shelf life.



SCAN TO VIEW
TDS INFO





BRADY
WORK PERFORMANCE MATTERS MOST™

BRADY B-483A THERMAL TRANSFER PRINTABLE LABEL STOCK

TDS No. B-483A
Effective Date: 10/05/2022

Description:
GENERAL:
Print Technology: Thermal transfer
Material Type: White Polyester
Finish: Glossy
Adhesive: Permanent Rubber Based

APPLICATIONS
B-483A is designed for high adhesion to textured metals and low surface energy plastics. Print-On-Demand floor labels can be created using ToughStrip™ labels (B-483A colors overlaminated with B-634 clear polyester overlaminate).

RECOMMENDED RIBBONS
Brady Series R6500 Halogen Free
Brady Series R4800
Brady Series R4400 colored thermal transfer ribbons.

REGULATORY/AGENCY APPROVALS
UL B-483A is a UL Recognized Component to UL 969 Labeling and Marking Standard when printed with the Brady Series R6500 Halogen Free and the Brady Series R4800 ribbons. See UL file 58417154 for specific details. UL information can be accessed online at UL.com in the UL Product iQ area.

CEA B-483A is a CSA Accepted material when printed with the Brady Series R6500 Halogen Free ribbon. See CSA file 541853 for specific details. CSA information can be accessed online at www.csa.ca or www.csa.com.

For information on the Weave-Rite® compliance status for a Brady Product go to one of the following websites:
In Canada: www.ulcanada.ca
In Europe: www.kvaufactory.com
In Japan: www.kvaufactory.com
All other regions: www.bradyid.com

SPECIAL FEATURES
B-483A is specifically designed to adhere to powder coated surfaces.

Details:

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000	
	Substrate	0.0020 inch (0.051 mm)
	Adhesive	0.0020 inch (0.051 mm)
	Total (excluding liner)	0.0040 inch (0.102 mm)
Adhesion to:	ASTM D 1000	
Stainless Steel	20 minute dwell 24 hour dwell	155 oz/in (169 N/100 mm) 160 oz/in (174 N/100 mm)
Textured ABS	20 minute dwell 24 hour dwell	55 oz/in (60 N/100 mm) 54 oz/in (59 N/100 mm)
Polypropylene	20 minute dwell 24 hour dwell	140 oz/in (153 N/100 mm) 143 oz/in (158 N/100 mm)

Science-driven solutions. Unmatched expertise.

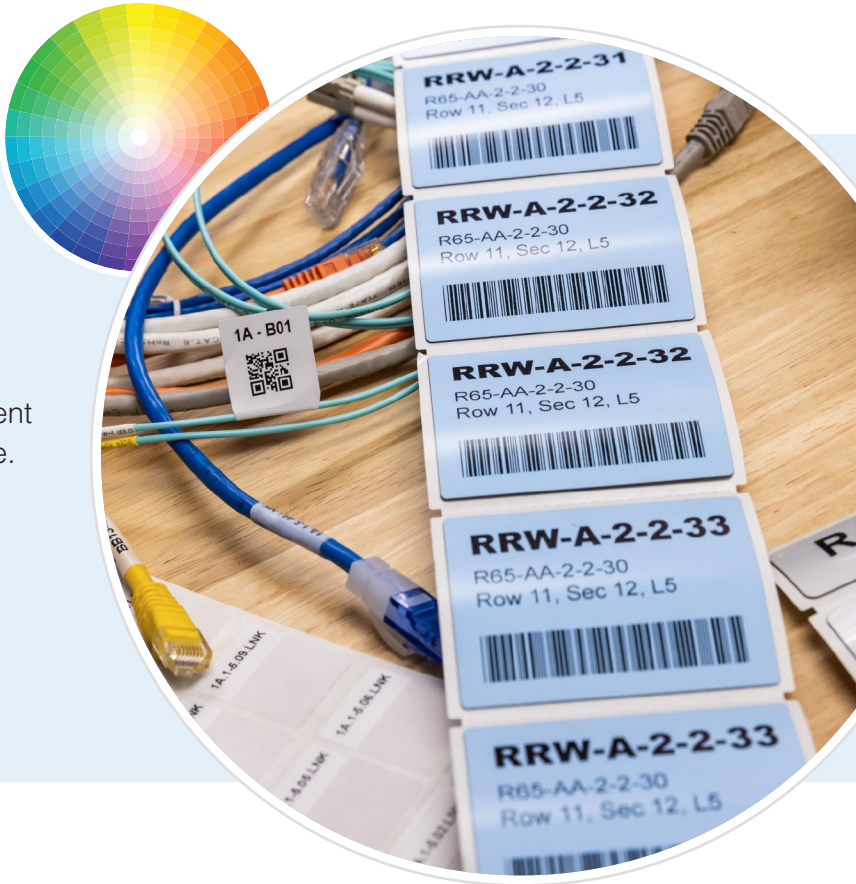
At Brady, we back up the solutions we provide with materials science on the front end, and world-class support on the back end. Not only do we care about the long-term performance of your data center, we have the expertise and identification solutions to set you up for success from the start.

Our multifaceted team of Brady experts have the experience needed to help solve your unique problems. Whether it's troubleshooting, optimizing performance or adapting to changing needs, our experts are always ready to support you.

Custom labels. Unlimited applications.

Have specific needs? Need specific colors? Enjoy unlimited custom label options in hundreds of different materials. Reach out to your Brady rep to learn more.

▶ **CHECK OUT OUR CUSTOM LABEL OPTIONS**
Scan to view the unlimited ways our labels can meet your needs.



Brady support services to keep it all running smoothly



SAFETY SERVICES

Leverage Brady's field engineers to identify energy isolation points, write lockout tagout procedures and perform arc flash risk assessments.



LINK360® PROCESS PLUS SOFTWARE

Create, update, audit and manage your lockout tagout documentation with scalable deployment and seamless integration with Brady printers for isolation point labeling.



We make products that make the world a safer and smarter place. From the depths of the ocean to outer space, from the factory floor to the delivery room — **we're just about everywhere you look.**

► For more information or to learn more about our innovative products, visit BradyID.com or call 1-888-272-3946.

USA
Customer Service: 1-888-272-3946
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
BradyID.com.mx



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