

BRADY

CHOOSING THE RIGHT PCB LABELS FOR YOUR SMT LINE

HIGH-PERFORMANCE LABELING SOLUTIONS FOR EVERY STEP OF THE WAY

DESIGNED FOR DURABILITY

Engineered to withstand extreme conditions for long-lasting performance

Brady's printed circuit board labels are designed for a variety of ultra-tough industrial applications that stand up to harsh chemicals, soldering processes and extreme temperatures. Let us help you find the right material to meet your specific needs.

Comprehensive lineup

Brady offers labels in a variety of chemistries, adhesive thicknesses, colors, electrostatic properties and sizes to meet all your unique needs.

Ultra tough

From industrial-grade wash chemicals to extreme temperature fluctuations, our labels are proven to perform.

Exceptional readability

Printed and laser-markable barcodes, text and images remain legible and clear throughout the harshest PCB manufacturing processes, even at small font sizes.



THE RIGHT LABELS IN THE RIGHT PLACE

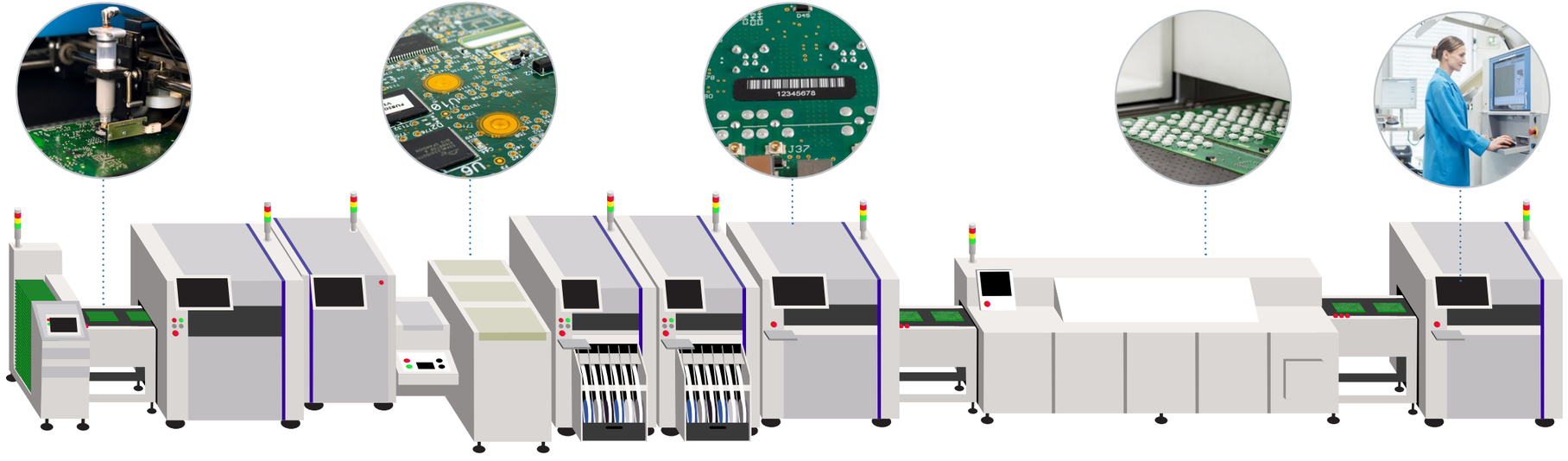


Optimize assembly with reliable labeling solutions

When choosing PCB labels for an SMT line, it's important to consider temperature fluctuations, mechanical abrasions and chemicals that may be used in the production process. Our durable PCB labels are engineered to perform through each step of component placement and support IPC-A-610 guidelines. Use this guide to learn about labeling solutions for the entire assembly workflow.

PRE-PROCESS

POST-PROCESS



PREPARATION PHASE

Initial preparations are made to the PCB. Find labels to protect components from solder paste or to identify the board.

Material Applications:
- Masking (masks & dots)
- Serialization or QR code

MASKING PHASE

Find a variety of shapes and sizes to protect plated thru-holes, contacts, pins, posts, terminals and gold fingers from melting or getting overheated during high-temperature manufacturing processes.

Material Applications:
- Masking (masks & dots)

COMPONENT PLACEMENT & ALF INTEGRATION

Components may be added for various applications to withstand extreme elements further down the line. Automatic label feeders (ALF) may be incorporated to automate mass label application and expedite production.

Material Applications:
- Reflow
- Non-reflow
- Laser markable
- Auto-apply labels
- Serialization or QR code

REFLOW SOLDERING

In the reflow oven, PCB components are exposed to extreme heat that sets them into place. After soldering, chemical washes remove excess flux.

Material Applications:
- Reflow
- Wave soldering
- Chemical washes

AUTOMATED OPTICAL INSPECTION

After reflow, there's an optical inspection (AOI) to verify board quality. Defects may be selectively reworked.

Material Applications:
- Quality control status
- Work in process identifier

WAVE SOLDER

Used for through-hole (THT) components and mixed-technology boards. This step is cost-efficient for mass production.

Material Applications:
- Serialization or QR code
- Premium offering for setups where the label touches the solder

FINISHING PHASE

During finishing, workers may label by hand with tweezers to identify or protect the PCB and provide installation instruction.

Material Applications:
- Serialization or QR code
- Arrows for installation

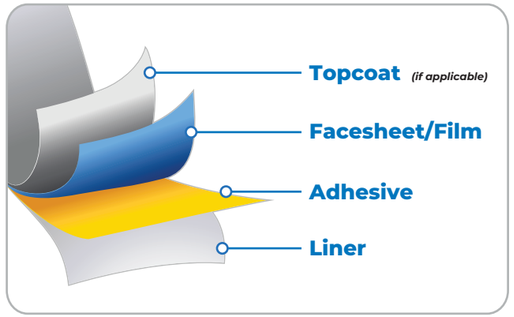
MATERIALS ENGINEERED FOR PRECISION

Science-driven solutions. **Unmatched expertise.**

At Brady, materials science is at the root of all the solutions we provide.

Our team of R&D experts has done rigorous testing to develop high-performance materials that stand up to the harshest conditions.

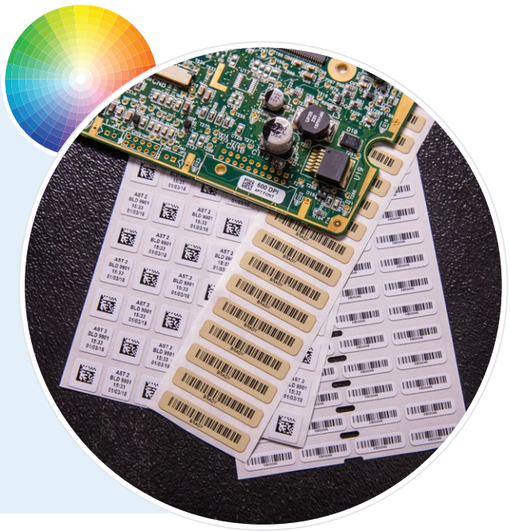
We know one size doesn't fit all, which is why we offer custom labels so you can work confidently to get any job done.



Custom labels. Unlimited applications.

Need specific colors, finishes or thickness? 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.



Ultra-tough identification for long-lasting performance

Our labels are available in both standard and custom sizes. Use this chart to learn about which of our durable materials will meet your unique needs.

CHECK OUT OUR PCB MATERIALS
Scan to view the latest assortment of available materials.

B#	Material	Applications							Features			
		Inspection Arrows & Dots	Masks	Wash & Reflow	Wash & Non-Reflow	Auto-Apply	Post-Process	Wave Solder	Wave Solder (bottom board placement)	Laser Markable	Small Font Capable	Static Dissipative
B-500	Vinyl preprinted repositionable	●										
B-654	Polyimide, removable, silicone adhesive	●	●									
B-473	White PET, glossy, 1.4 mil adh						●					●
B-7634	Masks: clear polyimide, removable silicone	●	●					●				
B-767	2 mil polyimide, glossy, 2 mil adh			●	●			●			●	●
B-768	1 mil polyimide, glossy, 2 mil adh			●	●			●			●	●
B-777	2 mil polyimide, glossy, 2 mil adh			●	●			●			●	
B-797	2 mil polyimide, glossy, 2 mil adh			●	●			●			●	
B-7797	2 mil polyimide, glossy, 1 mil adh			●	●	●		●			●	
B-717	2 mil polyimide, glossy, 2 mil adh			●				●	●			●
B-718	1 mil polyimide, glossy, 2 mil adh			●				●	●			●
B-719	1 mil polyimide, matte, 2 mil adh			●				●	●			●
B-724	2 mil amber polyimide, matte, 2 mil adh			●				●	●			
B-728	2 mil polyimide, matte, 2 mil adh			●				●	●			
B-729	1 mil polyimide, matte, 2 mil adh							●	●			
B-776	2 mil green polyimide, glossy, 2 mil adh			●				●	●			
B-730	2 mil black polyimide, matte, 1.5 mil adh			●	●			●	●	●	●	
B-731	2 mil black polyimide, matte, 1.5 mil adh			●	●			●	●	●	●	●
B-732A	4 mil black polyimide, glossy, 1 mil adh			●	●	●		●	●	●	●	
B-733A	4 mil black polyimide, glossy, 1 mil adh			●	●	●		●	●	●	●	●
B-734	4 mil polyimide, matte, 1 mil adh			●	●	●		●	●	●	●	
B-735	4 mil polyimide, matte, 1.5 mil adh			●	●			●	●	●	●	●

1 mil adh = 0.001" adhesive thickness

ADD EFFICIENCY WITH AUTOMATION

Time-saving solutions to keep up with the demand

As a leader in high-performance identification materials, Brady also specializes in labeling solutions to automate traceability and reduce error. When it comes to your SMT line, you can rely on Brady's advanced technology to do things better, faster and more efficiently than ever before.

Enhance your whole process with capable Brady products



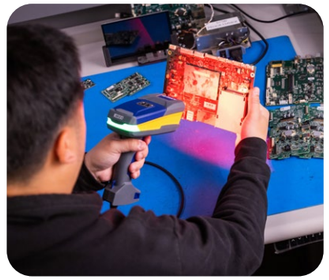
INCREASE PRODUCTION SPEEDS

Find durable printing solutions that save time on the line: preprint on auto-apply labels that can be used in an automatic label feeder (ALF), or quickly print a long strip of serial numbers for finished boards.



INTEGRATE PROCESSES

Brady offers a wide range of feeders capable of automating PCB labeling by interfacing with pick and place machines. Their compact design and customizable size make them a good fit for existing SMT lines.



ENHANCE QUALITY CONTROL

Scanners offer real-time capabilities so you can track and trace parts at key points along the process, ensuring all components properly proceed through the entire production cycle.

Printing | Print ultra small, ultra tough labels





BENCHTOPS

High-volume printing featuring smart technology that eliminates tedious tasks and label waste, printing on the first label every time.



PORTABLES

Save time on smaller jobs by efficiently labeling right at the point of application.



BRADY SCRIPT EMULATOR FOR ZPL*

Seamlessly print ZPL label files on Brady's high-performance printers.

ALFs and Accessories | Hard-working, high-tech helpers



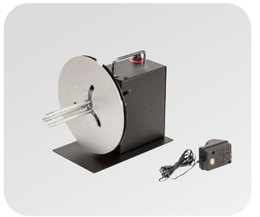
LABEL FEEDERS

Find a wide range of feeder sizes and formats to fit a variety of label sizes.



ADAPTER ARMS

Choose from several adapter configurations that support many different SMT manufacturers.



REWINDER

Automatically rewind material onto an empty core as it exits the printer.



AUTO-APPLY LABELS

Maximize speed and efficiency with pre-printed or print-on-demand materials.

Scanners | Enable full-production visibility





HANDHELD

Quickly read tiny barcodes with omnidirectional scanning and Bluetooth capabilities.





FIXED

Keep work moving with high-performance, hands-free automation — reading up to 128 barcodes at a time.

*ZPL is a registered trademark of Zebra Technologies Corporation. Brady is not affiliated, associated, authorized, endorsed by, or in any way officially connected with Zebra Technologies Corporation.

SMART TECHNOLOGY. SEAMLESS PRODUCTION.

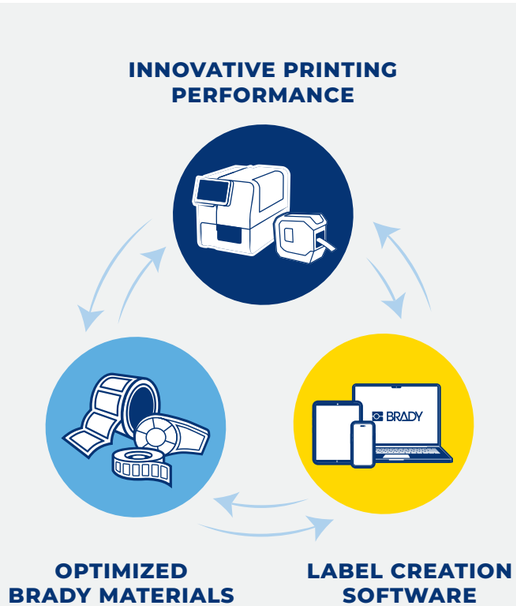
Keep your SMT line in sync with **solutions powered by LabelSense**

With Brady's exclusive LabelSense™ Technology, it's never been so easy to keep your line moving. Our bi-directional communication system enables the printer, materials and Brady software to "talk" to each other to power many innovative, enhanced and automatic features that save time, eliminate tasks and reduce waste.

Work efficiently from the first label to the final board

Technology designed to help you work smarter

- Print on the very first label every single time
- No wasted labels — or time
- Easy changeovers to tackle low-volume, high-mix jobs



Brady support services to keep it all running smoothly



SAFETY SERVICES

We provide a start-to-finish solution with helpful expertise at any stage of your electrical safety program development.



BRADY LINK360®

Modify templates, run reports or review and approve modified safety procedures at any time, from any location.



KEEP YOUR FACILITY SAFE

Take precaution with specialized materials, signs and floor tape designed to minimize damage and protect employees.



FLOOR TAPE



ESD LABELS



SIGNAGE

Learn more on BradyID.com or contact your local Brady rep to get started.

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.

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