

Custom Full Colour Product Labels



www.bradyeurope.com/customlabels



Try our new, completely customisable and durable product labels in full colour to communicate important detailed product information.

Full colour & complex printing

Brady's new product labels are digitally printed in high resolution photo or multicolour quality for optimised communication of important product information with customers. RAL, Pantone and other colour codes can be specified. New print tolerances up to 0,1 mm enhance the full colour quality of small and complex texts, company logos, barcodes and pictograms on Brady's durable product label materials.

Durable product labels

The new full colour product labels can be printed on our durable polyester and other product label materials which are laminated in a matt or glossy finish. The labels offer a high resistance against chemicals, solvents and abrasion to increase their legibility over time.

Completely customisable

Our full colour pre-printed product labels are fully customisable. Large and small label sizes can easily be created including serialisation, company logos, production lot numbers, barcodes and other variable data even in extremely small fonts. Specific label material and adhesive combinations increase the full colour product label durability and legibility in more demanding conditions. You also have the possibility to add more data on-site to the pre-printed customised labels using our quality label printers.



Consult our product label specifications checklist online.

Features

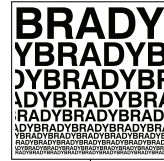


Colour management

- High resolution printing
- RAL & Pantone colours
- Photo quality

Complex and small text printing

- New print to print tolerances up to 0,1mm
- Qualitative print of logos & pictos
 - 1D & 2D barcodes
- Small & complex text printing

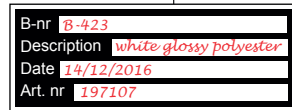


Variable data

- Serial numbers
- QR codes
- Languages
- Images
- Text
- ...

Protective overlaminat

- THT printable with Brady's portable & benchtop printers
- Ultra durable finish and long lasting use
 - Matt & glossy finish



Materials

B#	Base material	Adhesive	Colour	Finish	Application						
						Solvent	Fuel/Oil	Abrasion	High Heat	Low Temp	Outdoor
B-422	Polyester	Permanent, Aggressive	White	Gloss	High adhesion to textured metals, powder coated surfaces and low surface energy plastics		✓	✓	✓	✓	✓
B-423	Polyester	Permanent	White	Gloss	Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID		✓	✓	✓	✓	✓
B-430	Polyester	Permanent	Clear	Gloss	Rating and serial plates, overlaminat		✓	✓	✓	✓	✓
B-432	Polyester	Permanent, Aggressive	Clear	Gloss	High adhesion to textured metals, powder coated surfaces and low surface energy plastics		✓	✓	✓	✓	✓
B-434	Metallised Polyester	Permanent	Metallic Silver	Gloss	Asset tracking, rating plates, ideal for textured surfaces	✓	✓	✓		✓	✓
B-435	Metallised Polyester	Permanent	Metallic Silver	Gloss	Asset tracking, rating plates	✓	✓	✓		✓	✓
B-473	Polyester	Permanent	White	Gloss	Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID	✓	✓		✓	✓	
B-483	Polyester	Permanent, Aggressive	White	Gloss	High adhesion to textured metals, powder coated surfaces and low surface energy plastics, excellent chemical resistance	✓	✓	✓	✓	✓	✓
B-484	Polyester	Permanent, Aggressive	White	Gloss	High adhesion to textured metals, powder coated surfaces and low surface energy plastics, especially for angled and curved surfaces	✓	✓	✓	✓	✓	✓
B-533	Polyester	Removable	White	Gloss	Temporary Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID	✓	✓		✓	✓	✓
B-7513	Polyester	Permanent	White	Gloss	Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID	✓	✓		✓	✓	✓

Request a sample via: emea_request@bradycorp.com



WHEN PERFORMANCE MATTERS MOST™

Brady EMEA Locations

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Benelux	+32 (0) 52 45 78 11	Norway	+47 70 13 40 00
Central & Eastern Europe	+421 2 3300 4800	Romania	+40 21 202 3032
Denmark	+45 66 14 44 00	Russia	+7 495 504 04 99
France	+33 (0) 3 20 76 94 48	Spain & Portugal	+34 900 902 993
Germany	+49 (0) 6103 7598 660	Sweden	+46 (0) 8 590 057 30
Hungary	+36 23 500 275	Turkey	+90 212 264 02 20
Italy	+39 02 26 00 00 22	UK & Ireland	+44 (0) 1295 228 288

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