

BRADY360™ **Comprehensive Customer Care –** **Brady Printers: IP™, BBP81, PR+** **& X-Plus II**

Brady Corporation's line of customer care programs for the Brady IP Printer will get you printing labels faster and more efficiently.

With preventive components that keep your printer in peak running condition, a loaner printer, and warranty extension options, BRADY360 customer care agreements help you extend the life of your printer, and minimize and resolve downtime at a predictable cost.

All BRADY360 agreements include Brady's Stress Free Setup service and access to advanced label design workshops.

Basic

Basic level protection of your new investment in label printing. An extension of warranty gives peace of mind beyond the first year of ownership. Guaranteed loaner availability will ensure you are up and running with minimal exposure to downtime.

- Extend Warranty Coverage
- All Ground Shipping Covered (Overnight available for outbound loaner)
- Parts & Labor Included (excluding printhead)
- Guaranteed Loaner Availability

Advanced

Advanced level protection that ensures printer uptime. All the protection of Basic, plus additional services when your label production is critical and your time is at a premium. A preventative service will make sure your printer is running optimally and has the latest available updates.

- All the Features of Basic
- Preventative Maintenance Service
- Loaner During Preventative Maintenance Service
- Two Hours of Professional Services
- Printer Firmware/Hardware Upgrades included at time of Preventative Service

Ultimate

Ultimate level protection that ensures printer uptime and predictable maintenance costs. All the protection of Advanced, plus services and pricing that make printing labels an easy experience with predictable costs.

- All the Features of Advanced
- One Printhead per Year per Agreement Covered
- No Questions Asked – Comprehensive Warranty
- Free Major Software Upgrades Including Stand-alone Versions of LabelMark™, BradySoft™, and IdentiLab™ Labeling Software
- Five Hours of Professional Services



See full contract details at
www.bradycanada.com/brady360

■ BRADY360™



**COMPREHENSIVE
CUSTOMER CARE –
BRADY IP PRINTER**

BRADY360 Professional Services are at your disposal to help kick off a new labeling project or improve an existing operation. Hours of professional services are included in our Advanced and Ultimate BRADY360 programs. You can use these hours, add to them, or simply pay a la carte. Here are just a few things professional services can do for you. Contact Brady Technical Support today for an estimate.

Phone 1-888-262-7576 or e-mail proservice@bradycorp.com.



- **Label Design** – Give us a picture or make a sketch and we will do the label creation for you.
- **Label Conversion** – Provide existing label files or images and we will convert them to BradySoft™ or LabelMark™ Labeling Software for you.
- **Label Software Webinar** – Provide basic level training for people new to label design, or advanced training for experienced users. Brady can tailor an effective Webinar to make your company more efficient in label creation.
- **Label Software and/or Printer Training On-site** – Have a Brady technical expert come on-site to train your team on your labeling system.
- **BradySoft Front Ends** – Need the power of BradySoft, but still want to be left with simple operator interface printing? A front end may be the answer to making your label printing life easier.
- **Printer Programming** – Printer programming allows you to drive the printing process without a PC. Connect a scanner directly to the printer and drive label printing simply by scanning another label. Or connect a keyboard directly to the printer to enter variable information and print a label.

Printer	2 Years Total Coverage						3 Years Total Coverage					
	BASIC		ADVANCED		ULTIMATE		BASIC		ADVANCED		ULTIMATE	
	Part #	Price	Part #	Price	Part #	Price	Part #	Price	Part #	Price	Part #	Price
300dpi	108131	\$290	108133	\$520	108135	\$1,380	108132	\$345	108134	\$635	108136	\$1,840
600dpi	108137	\$345	108139	\$575	108141	\$2,070	108138	\$405	108140	\$690	108142	\$2,900

Discount Schedule

1-2	3-4	5-9	10 or >
0%	2.5%	5%	10%

If you have multiple Brady IP printers you want to cover, the quantity breaks shown at left are available per end user location on the BRADY360 programs.

Potential Savings

BASIC- \$600 + Downtime

Average Out of Warranty Repair: \$600
Downtime without a Loaner: (?)

ADVANCED - \$1,550 + Downtime

Average Out of Warranty Repair: \$600
Downtime without a Loaner: (?)
Minimum Cost Professional Services: \$650
(5hr minimum @ \$125/hr)
Cost of Preventative Maintenance: \$300

ULTIMATE - \$2,850 + Downtime

Average Out of Warranty Repair: \$600
Downtime without a Loaner: (?)
Minimum Cost of Professional Services: \$650
(5hr minimum @ \$125/hr)
Cost of Preventative Maintenance: \$300
Cost of Printhead Replacement: ~\$500 (300dpi), ~\$1,000 (600dpi)
Cost of Software Version Upgrades: ~\$500



For more info:
www.bradycanada.com/brady360
or call 1-888-262-7576.

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