BRADY

Choosing your ideal identification labels

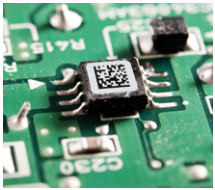
Durable identification labels guide book

Why this Guide?

For every identification challenge, even in the most complex industrial environments, specific identification labels have been designed that can durably identify cables, components, parts, products and facilities. One label will be the ideal solution for any specific need. The main challenge is selecting the right label for specific applications in specific contexts.

Why Brady

When temperature, chemicals, pressure or friction make durable identification difficult, and when identification is critical for safety and efficiency, Brady responds with expertise, material science knowledge and hassle free label printing solutions to answer your identification challenges.



This Durable identification labels guide book supports industries in choosing the ideal label for their identification needs. It shows what is possible in the world of labelling and presents solutions that enable companies to easily design and print their own, trusted identification labels.

Click or scan the QR-code

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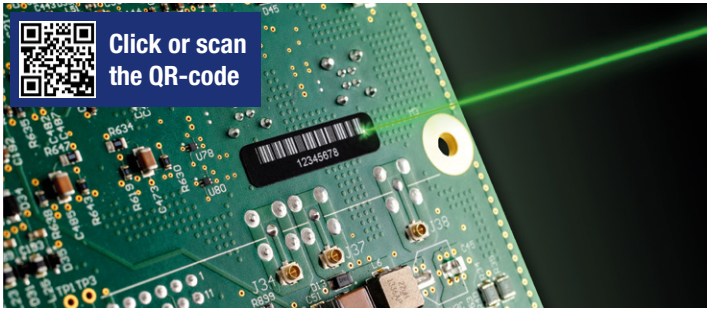
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Importance of professional labelling

Durable identification labels can be of great importance for traceability, troubleshooting and safety purposes in a wide range of industries:

Traceability

- trace part history, lifespan and supplier
- fully comply with customer requirements
- intercept counterfeit parts

Troubleshooting

- mark parts or cables for upcoming maintenance
- get insight into how an installation works
- easily refer to specific components and parts

Safety

- warn employees and contractors for any danger
- communicate proper safety precautions
- prohibit the use of certain tools or devices

Imagine how much time or money could be saved, or how many workplace accidents could be avoided, when critical information is applied where it is needed, on a durable label that stays attached and remains legible.

This is when durable labels pay off.

Request label samples via emea_request@bradycorp.com

What is a durable label?

Durable identification labels are engineered to withstand one or more harsh environments. Brady offers durable labels that can each resist one or more of these challenges:

Abrasion Resistance tested on Taber Abraser equipment with CS10 grinding wheels and weighted arms.

Fuel/Oil Resistance tested through immersion in Gasoline, Break Fluid, SAE 30wt Oil, JP-8 Jet Fuel, MIL-H-5606 Oil.

Outdoor Durability testing equates to 3 years or greater outdoor durability.

Low Temperature Resistance tested during 30 days or 1000 hours at -40°C, -70°C or -80°C.

High Heat Resistance labels can resist up to 100°C.

Solvent/Chemical Resistance proven with MEK/Acetone/ Toluene/Xylene immersion test.

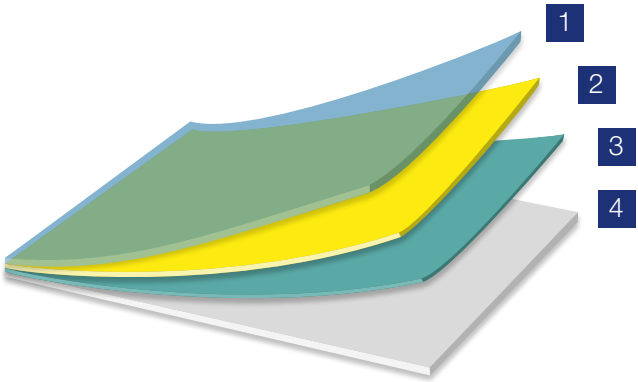
Self-Extinguishing/Anti-Flammability labels have a flame spread index of 0 and a flammability average burn time <30 seconds.

Ultra-aggressive adhesion labels require a constant force of 12 inch/min with 180° peel to remove.

Typical construction of a professional label

The combination of label liner, adhesive, substrate and topcoat provide a professional label's features, resistances, capabilities and durability.

1. The topcoat gives the label its colour and finish, receives the print, and increases resistance against weathering, flames, chemicals or heat.
2. The substrate gives the label its form and provides tensile properties such as strength and flexibility and physical properties such as chemical and temperature resistance.
2. The adhesive attaches the label to a chosen surface type and ensures resistance against a set of environmental contexts.
4. The label liner is a very thin carrier that releases the self-adhesive label.



Choose your label components

The right label for your application will stay attached and remain legible longer while the wrong label may shrink, fall off or become illegible after a few days or even in mere minutes.

The ideal label that solves your identification challenges will always be an optimal combination of label components and attributes:

Material

Label shape

Topcoat

Label colour

Adhesive

Print colour

Liner

Layout

Label size

Preprint

Brady already has label constructions available for a great number of identification challenges. We also have the capabilities to design unique labels for very specific needs. The following pages offer an insight into the possibilities and potential of every label component and attribute. If you need help composing your ideal identification label, contact Brady via emea_request@bradycorp.com

Material

The most commonly used label material in the world is paper which does not stay legible or even intact when used outdoors or when exposed to industrial process chemicals or temperatures. Brady offers a wide range of durable label materials to solve challenging industrial labelling and identification needs.

Polyethylene: low cost, flexible, solvent/acid resistance, indoor use

Polypropylene: budget friendly, conformable, solvent/acid resistance, temperature resistance, indoor use

Polyolefines: flexible, solvent/acid resistance, indoor/outdoor use

Vinyl: flexible, water/oil resistance, temperature resistance, outdoor use, wide range of colours

Polyester: durable, high tensile strength, water/oil resistance, good temperature resistance, outdoor use

Polyvinylfluoride: flexible, flame retardant, excellent solvent resistance, good temperature resistance, outdoor use

Polyimide: extreme temperature resistance, high tensile strength, very good chemical resistance, laser engravable, flame retardant

Topcoat

A coating can be applied on any label material to modify its properties and to receive prints. The topcoat also gives the label its colour and finish.

- Finish: gloss or matt
- Receptivity to different printing inks
- Colour
- Opacity
- Modifies resistance to outdoor environments, fire, heat, chemicals, ...

Important for label legibility is to always use a label in combination with recommended, sometimes specialised ink for any given application. Some topcoats can be manually written on, however printing will deliver more durable results.

Adhesive

Important when selecting an adhesive is to know what type of surface the label will be applied to. Labels will stay attached longer if they are equipped with the best suited adhesive.

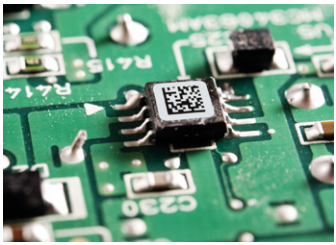
- Rubber adhesive: rough, oily, powder coated, textured and low surface energy surfaces
- Acrylic adhesive: glass, metal, clean plastics surfaces, UV-resistance, solvents resistance, heat resistance
- Silicone adhesive: removable, high temperature resistance

Liner

The label liner is a very thin carrier that is used to release a self-adhesive label. Label liners, and especially label liner sizes become more impactful in automated labelling solutions, where liners need to fit and easily release labels to print&apply or pick & place machinery.

Label size

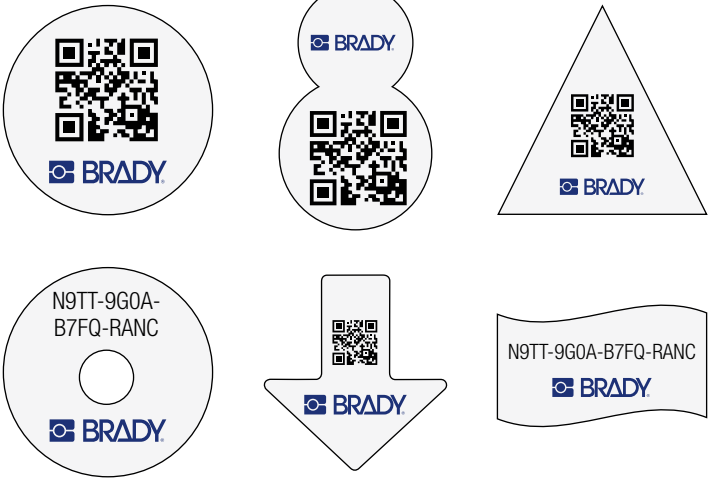
A wide range of label sizes is available, from tiny printed circuit board labels that can only be read by scanners, over larger product information labels and safety signs, up to full size pipe markers for large facilities.



Minimum and maximum label sizes can be determined by the capabilities of the on-site label printer you might be using or plan to use. Brady offers on-site label printers that can handle a variety of label sizes while Brady factories can print an even wider range of label sizes.

Label shape

Labels can take on various shapes, including rectangles, squares, circles, flags, arrows and combined shapes. Label shape can be important to maximise space for markings, while still being able to fit a wide variety of products, cables and facility items.



Brady offers specific on-site printing solutions that can print and cut label materials in various shapes. Brady factories can also deliver blank or pre-printed labels in any shape.

Label colour

Labels can have any colour or combination of colours to add more visibility to the message the label needs to deliver. Some label colours may present trade-offs in label durability in specific industrial contexts.

Available colours may depend on label durability requirements. Contact Brady for more information via emea_request@bradycorp.com

Print colour

Labels can also be printed in a variety of colours. Print colour can also add more visibility to the message the label needs to deliver, and may also present trade-offs in durability in specific use contexts.

Brady offers on-site printing solutions in monocolour, multicolour and full colour using Thermal Heat Transfer or Inkjet Technologies, coupled with high tech topcoats and laminates for added label durability. Brady factories can also pre-print all colour items on your labels, enabling you to add information on-site using a monocolour label printer.

Label layout

Label layouts may include company logos, a barcode or 2D-code, serialisation, text and even pictures. All those elements can be placed anywhere on the label using Brady Workstation Apps before they are printed at your facility using a Brady Label Printer.

Preprint

Labels can be preprinted at the Brady factory so you only need to add specific information at your facility using a Brady Label Printer.

Preprinted label rolls or cartridges are programmed to communicate with a range of Brady Label Printers. This enables you to add information to a preprinted label with your printer, without overwriting the preprinted label areas.

Label order guide

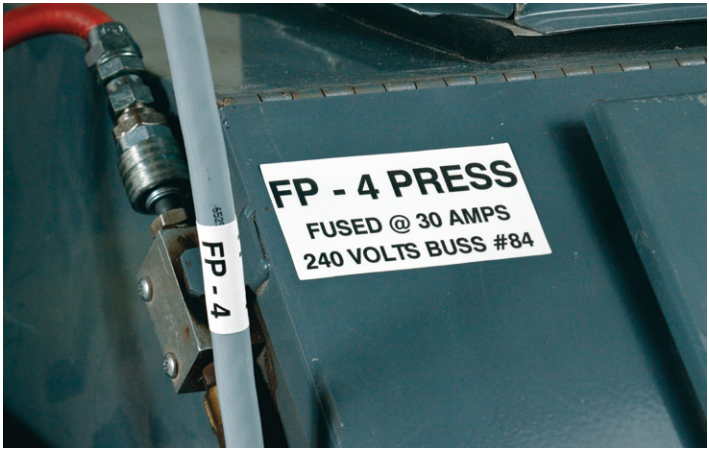
If you are unsure which label would best serve your needs, or if you are looking to solve a very specific labelling challenge, Brady's Customer Service Teams can find an answer together with you on one or more of the following parameters:

- in which applications will the label be used?
- on which surfaces does the label need to stay attached?
- which influences (outdoor use, high heat, chemical, oil, abrasion, pressure, ...) will the label be exposed to?
- which standards or norms does your label need to comply with (ISO, Underground, UL, ..)
- which type of identification solution do you require (labels/tags / self-lams/permashields/sleeves/signs)
- which label size do you need (label width & height in cm)
- which label shape do you need (rectangle, square, circle, other)
- which label colour(s) do you prefer
- do you need a preprint? (e.g. logo, text, none)
- which amount of labels do you need?
- will you print your label on a Brady printer?

Get label samples or receive a call from a specialist via emea_request@bradycorp.com.

CABLE
FLAG
MODE

DANGER!
CONFINED
SPACE
Permit to
work must be
obtained


FP - 4 PRESS
FUSED @ 30 AMPS
240 VOLTS BUSS #84
FP - 4

Design your labels

The ability to design your own labels on-site creates great flexibility and enables you to solve all your identification needs by storing a limited number of label rolls with optimal durability.

Brady offers 2 ways to design labels on-site:

- Brady Workstation Apps
- Printer label design capabilities

Design any label

Brady Workstation enables you to easily design any label or sign to identify products, cables and facilities using 20+ professional label design apps and tools. Simply select the apps and tools you need, activate a 30 day free trial and purchase when satisfied.

Try Brady Workstation for free!

Standalone label design

Printer label design capabilities enable you to design basic, common labels with your Brady printer. Depending on the printer you are using, you will be able to design text labels, add barcodes, add standard symbols or even include compliant safety and other signs in your labels.

Get the most out of your Brady Label Printer. Register your printer and automatically receive update notifications!

BRADY

BRADY
M710

42%UN 06
42%UN 07
42%UN 08
42%UN 07

BRADY
n-Propyl Alcohol
n-Propyl Alcohol

BRADY
BradyPrinter I7100
INDUSTRIAL LABEL PRINTER
BRADY
BRADY

BRADY

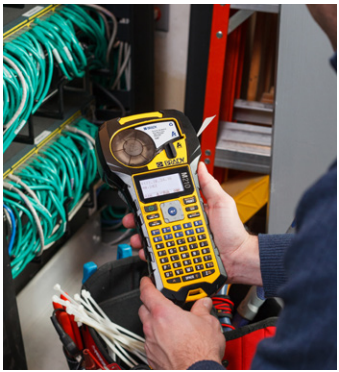
Print your labels

The ability to print your labels on-site enables you to quickly respond to any identification need and can eliminate all waiting on label deliveries.

Brady's printing solutions enable on demand printing of the most specialised cable, component, product, safety and facility sleeves, labels and signs.

Brady offers:

- Mobile label printers for in-the-field identification
- Benchtop label printers for on-site identification
- Label applicators
- Factory printed labels in large volumes



Request a printer demo via emea_request@bradycorp.com

Mobile label printers

Mobile label printers enable you to take your label printing capabilities with you in the field. When you can quickly print the labels you need in the field, you don't have to worry about which or how many labels you need to take with you. Brady's high-end mobile printers will even print your company's unique custom labels.

M210 Label Printer

M211 Label Printer

BMP41 Label Printer

BMP51 Label Maker

BMP61 Label Printer

BMP71 Label Printer

Benchtop label printers

Benchtop label printers can handle more label sizes and generally higher label volumes. Benchtop printing capabilities include high accuracy and high precision, full colour printing, fast material changes, cutting out label shapes and printing custom labels, signs, and pipe markers depending on the label printer model you prefer.

BBP12 Label Printer

BradyPrinter i3300 Industrial Label Printer

BBP37 Multicolour & Cut Sign & Label Printer

BradyPrinter i5100 Industrial Label Printer

BBP85 Sign and Label Printer

BradyJet J5000 Colour Label Printer

BradyPrinter i7100 Industrial Label Printer

BBP72 Double Sided Sleeve Printer

Printer-applicators

Label printer-applicators can print, apply and/or reliably supply labels for automated cable and product identification which enables you to save time, comply with customer traceability requirements, deliver standardised assemblies and produce more efficiently all at once.

ALF14 Label Feeder

Wraptor A6500 Wire ID Printer Applicator

Click or scan for more info

Click or scan for more info

BSP61 Print & Apply

Factory printed labels

Brady has factories all over the world that can print and deliver labels and signs with speed and continuity. Our factories can deliver complete labels that are ready to be applied, partially printed labels that can be completed with specific information at your facility with a Brady printer, and blank label constructions designed for durability in your industrial context.

We identify and protect people, products and premises.

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