

The right label for your application

Professional identification labels guide

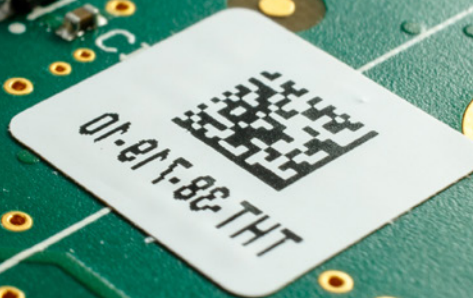
Why this guide?

Professional labels keep parts, components, cables, products and equipment identified to enable traceability throughout industrial processes, or for an entire part lifecycle.

The right label stays attached and remains legible. It offers optimal legibility for serial numbers, pictures, logos, compliance symbols, barcodes and QR-codes, in any application and any environment.

When embedded with battery-free RFID antennas, professional labels provide physical objects with unique digital identities that enable traceability without line of sight.

Which label is right for your application? Let Brady specialists walk you through our optimal label selection process, or page through our guide.



Contact our
specialists

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Benefits of professional labelling

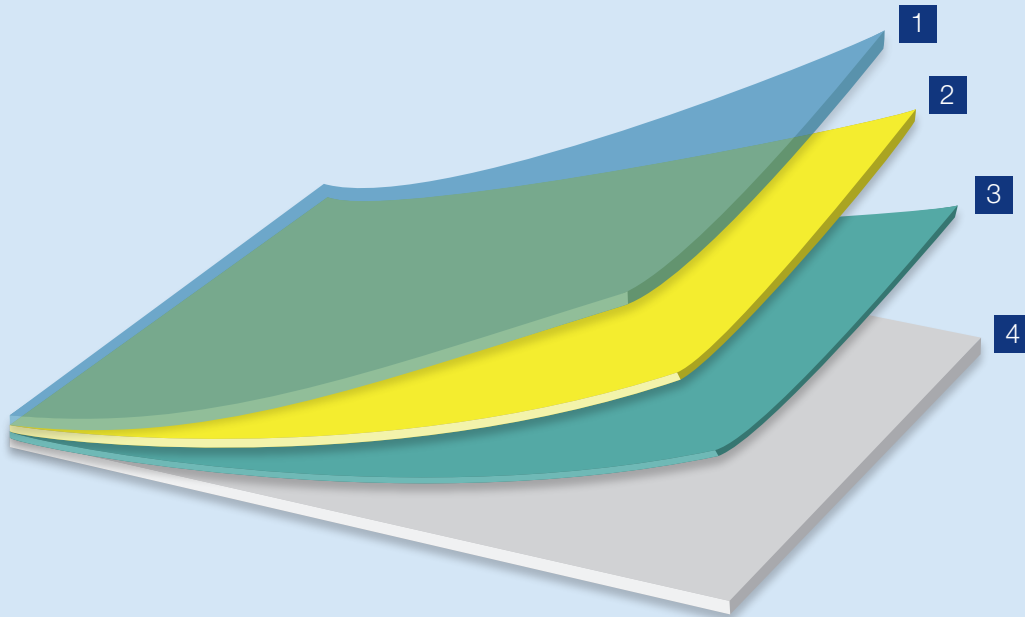
Imagine how much time or money could be saved, or how many accidents could be avoided, when critical information and instructions are applied where needed, on professional labels that stay attached and remain legible.

- Complete part, component, product and cable traceability
- Increased supply chain security and anti-counterfeit
- Real-time production work-in-progress visibility
- Faster inventory audits
- Regulatory compliance
- Clear machine and equipment identification
- Safety and usage instructions where they matter
- Visualised inspection and quality control
- More maintenance and troubleshooting efficiency

What is a professional label?

A professional label is a careful construction that combines a specific label liner, adhesive, substrate and topcoat to generate distinct features, resistances, capabilities and reliability in specific applications.

- 1 Topcoat: optimal print reception, UV and weathering resistance
- 2 Substrate: strength, flexibility, chemical and temperature resistance
- 3 Adhesive: surface type adhesion, moisture, heat and chemical resistance
- 4 Liner: optimal label release for manual and automated labelling



Rigorously tested

Our professional labels are rigorously tested using internationally accepted ASTM- and FINAT-test methodologies.



Taber Abraser, CS10 grinding wheels



Immersion in oils and jet fuel



Outdoor



1000 hours at -40°C, -70°C or -80°C



1000 hours at 100°C



Immersion in Acetone, Toluene, Xylene



Burn time <30" and 0 flame spread index



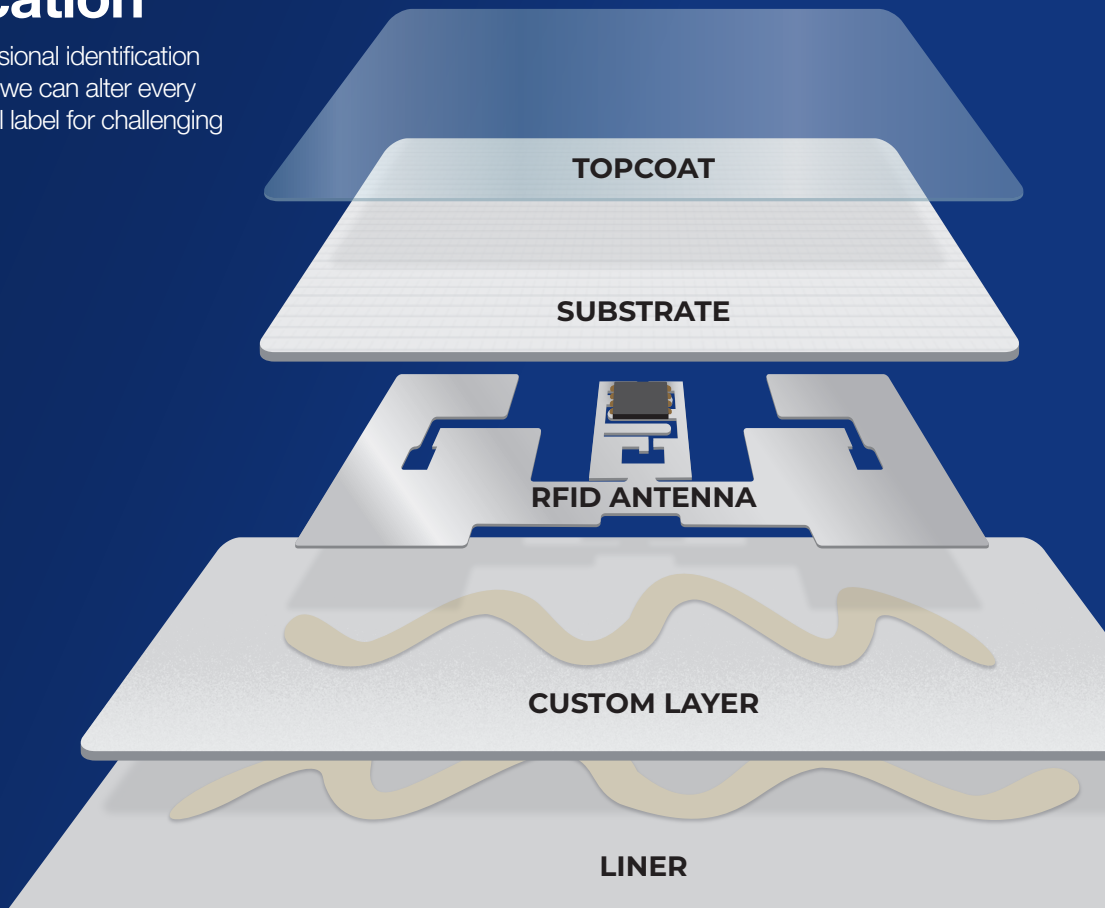
Resists force of 12 inch/min at 180° peel



Built to specification

Brady offers a large portfolio of professional identification labels. In addition, as a manufacturer, we can alter every label component to create the optimal label for challenging applications.

- Label substrate material
- Label topcoat
- Label adhesive
- Label liner
- Label RFID antenna (optional)
- Label sensor (optional)
- Label LED light (optional)
- Label shape
- Label layout
- Label size
- Label colour
- Print colour
- Label security (optional)



Label substrate material

While paper labels are very common, they do not perform well outdoors, on curved surfaces, or when exposed to abrasion, chemicals and temperatures used in industrial processes. Brady uses a wide range of materials to offer reliable labels for every application.

Vinyl wide range of colours



Polyester high tensile strength



Polyvinylfluoride flame retardant



-  Abrasion
-  Fuel resistance
-  Temperature resistance
-  Chemical resistance
-  Outdoor durability

Label substrate material

If label behaviour is subject to specific requirements for customers or industry standards, Brady can provide a statement to satisfy compliance needs, complete with test methods and results. We can initiate testing in our in-house laboratory using internationally accepted ASTM- and FINAT-test methods, or work with third party laboratories.

Polyimide extreme temperature resistant



Polypropylene budget friendly



Polyethylene low cost



Label topcoat

Label topcoats have different receptivity for a variety of inks, making them an important component for label legibility. Topcoats also modify label substrate properties such as outdoor, fire, heat and chemical resistance. In addition, the topcoat also enables matte or glossy label finishes.



Label adhesive

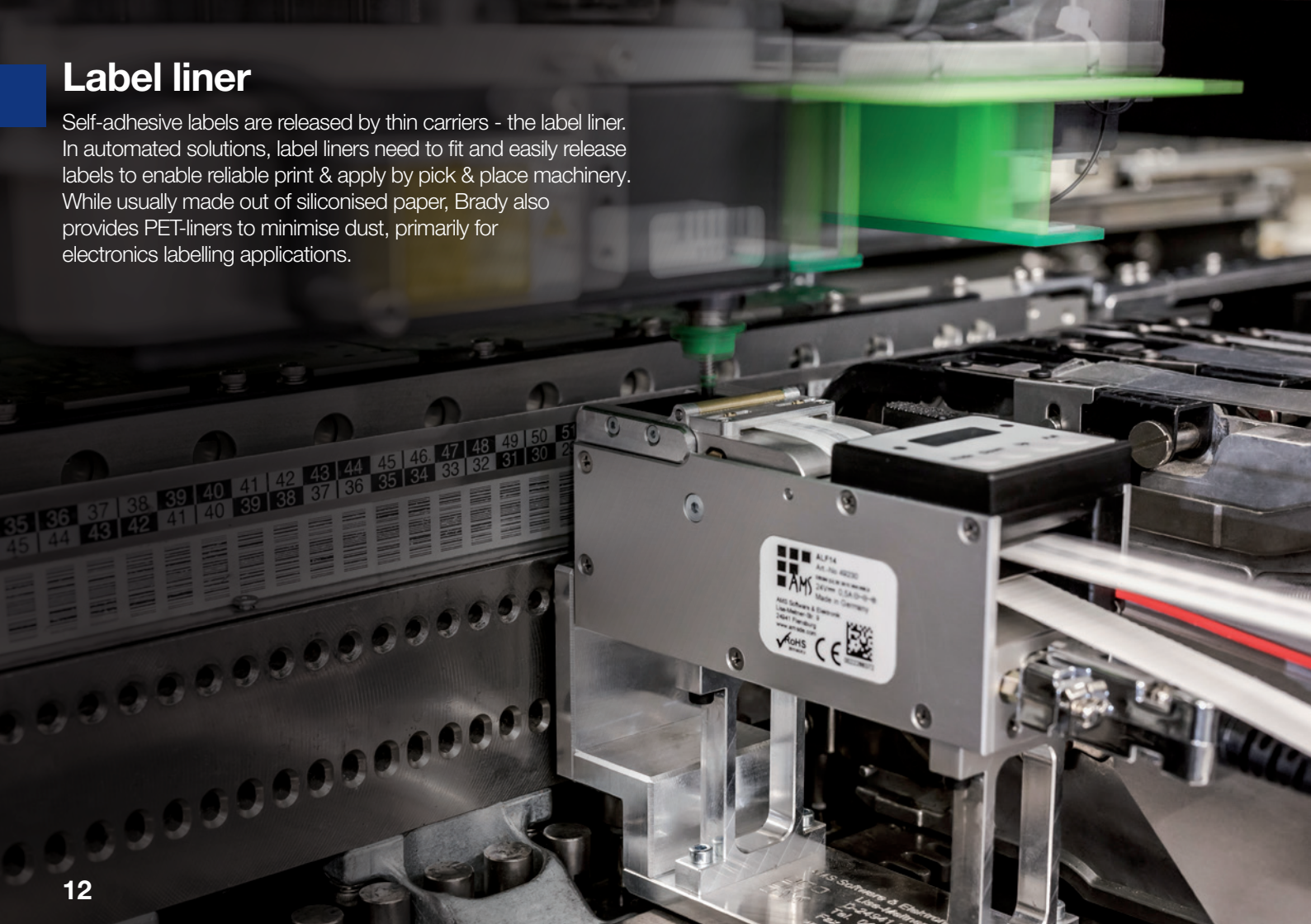
Labels perform better when a label adhesive is used that optimally fits a specific industrial application.

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



Label liner

Self-adhesive labels are released by thin carriers - the label liner. In automated solutions, label liners need to fit and easily release labels to enable reliable print & apply by pick & place machinery. While usually made out of siliconised paper, Brady also provides PET-liners to minimise dust, primarily for electronics labelling applications.



Label RFID antenna

When embedded with battery-free RFID antennas, labels can give any object a unique digital identity. The RFID antenna is powered by RFID readers and sends their signal back for fast asset location, automated inventories and real-time production and warehouse process visibility.



Label sensor

Labels embedded with RFID antennas can be further equipped with a temperature, moisture or other sensor. The sensors, powered by repeated pings from RFID readers, provide real-time, centralised environmental data on labelled assets.



Label LED light

Search less, find more. RFID labels can include LED lights to enable pick to light applications. The LED is powered by portable or fixed RFID readers from a 3.5 metre distance, after selecting the corresponding labelled item on-screen.



Label shape

Labels can be produced in any shape to fit a specific marking space, to maximise space for prints or to highlight safety precautions.

For prototyping and other applications that may require low volume, custom shaped labels, Brady offers high precision colour & cut systems.



Label size

Brady offers labels in all sizes: from tough and tiny QR-coded labels for printed circuit board traceability, to cable wraps, product information labels and large safety signs and pipe markers for huge industrial facilities.



Label colour

Label substrate materials can be made available in a variety of colours for safety, colour coding, compliance or branding purposes. In specific contexts, some label colours may present trade-offs in other areas like long-term outdoor legibility.



Print colour

Print labels in eye-catching colours to make your message and brand stand out. Full colour labels can be printed with our inkjet benchtop printers and in Brady factories ready for application, or with programmed fields to complete with Brady portable printers.



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www.bradyeurope.com

CE   Ex ia IIC T4
(-40°C ≤ Ta ≤ +85°C)
NEMKO 12ATEX1165 


BRADY







B-nr **B-423**
Description **white glossy polyester**
Date **14/12/2016**
Art. nr **197107**

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Label layout

The more information your label needs to include, the more complex its layout becomes. Brady specialists can support you with clear label designs. Alternatively, our Brady Workstation software suite includes apps that enable you to create your own label designs.



Label security prints

Like banknotes, labels can be printed with a series of overt and covert anti-counterfeit measures like holograms and digital authentication. In addition, Brady offers labels that leave a footprint when removed, and that crumble into hundreds of small pieces to prohibit label reuse.



Print at your premises

Our industrial benchtop label printers can print a wide range of label sizes in large volumes at great speed. Accuracy, precision, fast material changes, custom label printing and communication between printer, label roll and label design software create a premium label printing experience.



Identify at will

Print & apply at production pace

Automatically print and apply labels at the pace of your production line. Print and apply labels in flexible locations, or on the same line. Feed printed labels to your existing pick & place machines, or automatically print and wrap labels around cables: if you are looking to automate identification, we have a solution.



Identify at will

Print on the go

Take your label printing capabilities with you, anywhere you need to go. Quickly print the labels you need on the go, without having to return to your desk.



Identify at will

Count, locate, update

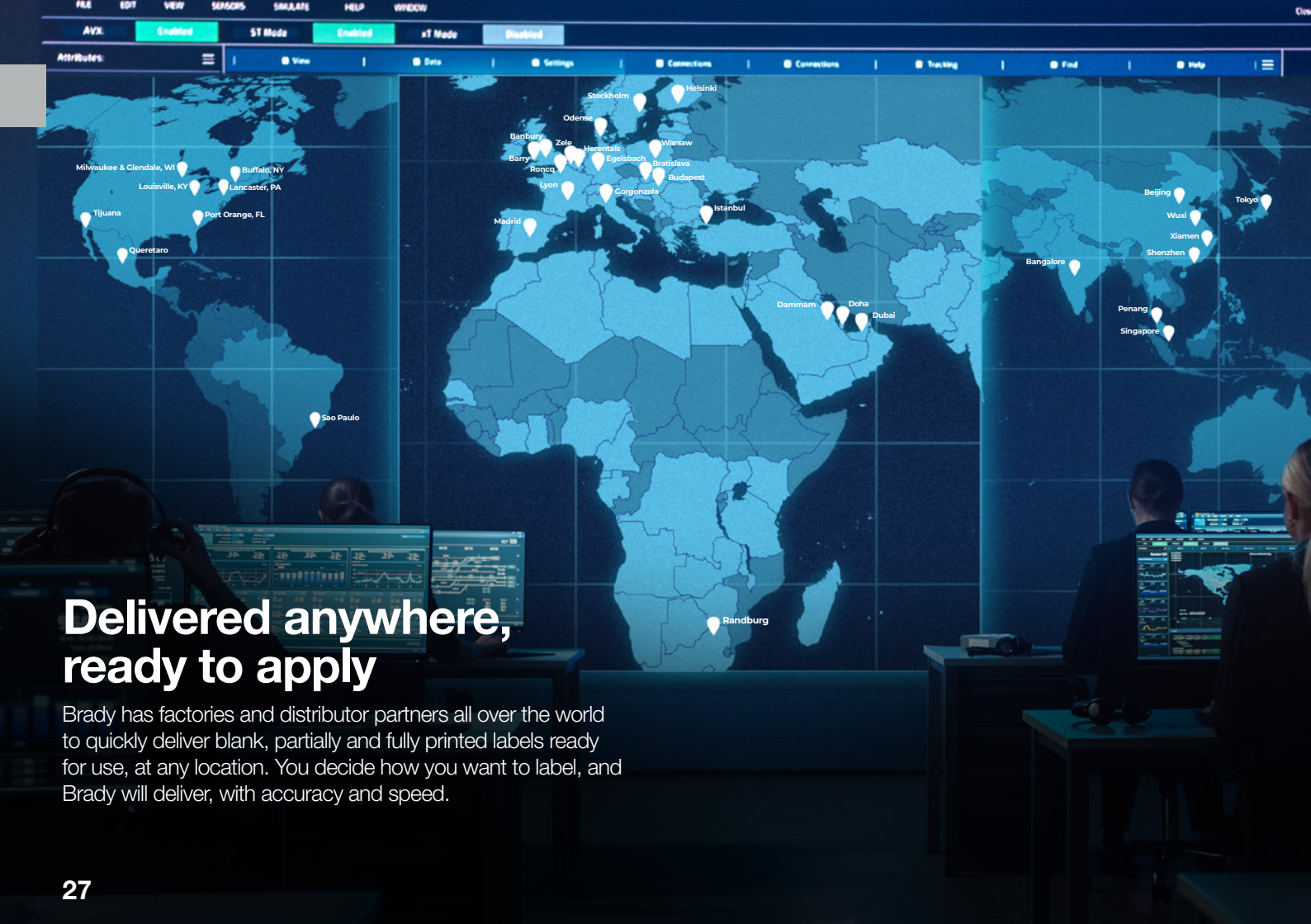
Easily write data to RFID labels for local or central system storage. Use portable RFID readers or smartphone RFID add-ons to count and locate items with sound and visuals, without needing line of sight.



Automated monitoring

Maximise real-time visibility on industrial processes with cutting edge RFID performance. Support greater warehouse and production efficiency with automated data, including sensor data, that can trigger other processes and applications.





Delivered anywhere, ready to apply

Brady has factories and distributor partners all over the world to quickly deliver blank, partially and fully printed labels ready for use, at any location. You decide how you want to label, and Brady will deliver, with accuracy and speed.

Label selection checklist

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?
- which type of identification solution do you require (labels/tags / selflams/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 need?
- do you need fully printed labels, printed labels with fillable fields, or blank labels?
- which amount of labels do you need?
- will you print your label on a Brady printer?

**Belgium & Luxembourg**

Tel: +32 (0)52 45 79 34
benelux@bradycorp.com

Czech Republic

Tel: +420 776 302 229
czechrepublic@bradycorp.com

Denmark

Tel: +45 66 14 44 00
denmark@bradycorp.com

France

Tel: +33 (0) 3 20 76 94 48
france@bradycorp.com

Germany, Austria & Switzerland

Tel: +49 (0) 6103 7598 660
germany@bradycorp.com

Hungary

Tel: +36 23 500 275
hungary@bradycorp.com

Italy

Tel: +39 02 26 00 00 22
italy@bradycorp.com

Netherlands

Tel: +31 (0)70 323 62 98
benelux@bradycorp.com

Norway

Tel: +47 70 13 40 00
norway@bradycorp.com

Poland

Tel: +48 22 104 6262
poland@bradycorp.com

Qatar, Saudi Arabia & UAE

Tel: +971 4881 2524
me@bradycorp.com

Romania

Tel: +40 799 233 910
romania@bradycorp.com

Slovakia

Tel: +421 902 939 406
slovakia@bradycorp.com

South Africa

Tel: +27 11 704 3295
africa@bradycorp.com

Spain & Portugal

Tel: +34 900 902 993
spain@bradycorp.com
portugal@bradycorp.com

**Sweden, Finland, Estonia, Latvia,
Lithuania**

Tel: +46 (0) 8 590 057 30
sweden@bradycorp.com

Turkey

Tel: +90 212 264 02 20
turkey@bradycorp.com

UK & Ireland

Tel: +44 (0) 1295 228 288
uk@bradycorp.com © 2023 Brady

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www.bradyeurope.com

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