

Deep into your design

**Materials engineered
to perform**

Products that perform

Unrivaled label materials make the difference

When you need effective identification labels, it's important to choose materials that can survive your applications. With the right material type, finish and adhesive, your labels can stand up to the exact labeling environment you need them for – and that means better performance and better results for you. With Brady, you get a partner in identification that is committed to providing you with unrivaled label materials.

Backed by expertise you can trust

With more than 150 label materials and 600 patents, Brady works to provide customers with innovative materials of the highest technological quality. These materials are developed in house by our R&D team and label design experts and put through rigorous tests and trials to ensure label reliability, adhesion and print permanence in a variety of general, specific, or challenging applications. When it comes to identifying and tracking products, equipment and components, Brady is the company you trust when performance matters most.

Our trusted product, equipment and component identification and tracking materials include:

- Temperature and water-indicating labels
- Harsh environment labels
- Metallized labels
- Aggressive adhesive labels
- Tamper-evident labels
- High temperature labels
- Removable labels



Did You Know? Brady Offers Custom Labels!

Don't see a stock label in the size, configuration or color needed for your particular application? Brady offers custom label capabilities, including size, pre-printed messages or logos, colors and more! Contact a Brady representative at 888-272-3946 or email bradyusa@bradycorp.com for more information on how to order your custom labels.



Why label construction matters

When performance matters most, details matter, and that's why each label is built to meet specific application needs. Take a look at the label construction below to see just what goes into a reliable label.

1. Topcoat

Gives the label its color and finish, receives the print and increases resistance against weathering, chemicals and heat.

2. Substrate

Gives the label its form and provides mechanical properties, such as tensile strength and flexibility, and physical properties, such as chemical and temperature resistance.

3. Adhesive

Acrylic: Excellent all-around adhesion characteristics for general application. Also ideal for high-surface energy materials and outdoor use.

Rubber: Stronger than acrylic for use on low-surface energy plastics and rough surfaces. This material is sensitive to degradation from elevated temperatures and UV light.

4. Liner

Is a very thin carrier that protects the adhesive and allows for removability of the label.

What could happen with the wrong label?

Having the wrong label could be a disaster for your identification task – leading to re-work, errors in your processes, unhappy customers, and unwanted expense. Take these potential material mishaps into account when you start your label search.



Print

You need your barcodes and alphanumerics to be clear and crisp – and remain that way – for effective identification. With the wrong label, you could face smearing, fading and unreadable text and barcodes. With the right label, you get durable inks and coatings that stand up to your application needs, and high-resolution printing in a variety of font sizes.



Topcoat

The wrong label and topcoat could leave your text and label surface unprotected. Brady creates the right labels to align with your environmental needs to withstand the temperatures, chemicals and other elements that are required.



Film

With the wrong label, you could face film that shrinks, lifts or becomes discolored when exposed to high heat. Find a durable material that aligns with your application to ensure your label stays intact.



Adhesive

Adhesive is an essential element for effective identification. The wrong label, with the wrong type or strength of adhesive, means your label could lift, fall off, move around or leave residue. Whether acrylic or rubber adhesive, permanent or removable, find the right adhesive that adheres to the surfaces you require.

Reliable materials for your applications



Temperature and water-indicating labels

- Immediate visual indication of water or heat exposure
- Continually monitor product, components or equipment
- Various ranges and designs

Indicating labels are designed to provide immediate visual indication of water or heat exposure. Water-indicating labels change from white to bright red when exposed to water, without triggering false positives. Temperature-indicating labels offer continuous monitoring and record a permanent, irreversible reading for the highest temperature attained.



These labels can prevent frequent breakdowns and shortened equipment life due to overuse or exposure to harmful elements as well as prevent fraud or product misuse. Ideal for motors, gear boxes, electrical equipment and product or component monitoring, these labels are available in various designs and ranges.

B #	Base Material	Adhesive	Color	Finish	UL	Indicates
B-350	Polyester	Acrylic	White	Gloss	✓	Water
B-7511	Polyester	Acrylic	White	Gloss		Heat
B-7512	Polyethylene Naphthalate	Acrylic	Clear	Gloss		Heat

Refer to www.UL.com for the UL online certification directory.



Harsh environment labels

- Engineered for the harshest environments
- Survives harsh chemicals, abrasion and temperatures
- Broad range of applications

These harsh environment labels are custom engineered to meet the exact needs of the harshest environments across many different applications. They are made of durable, heavy-duty materials with adhesives to keep the label adhered to smooth surfaces through exposure to harsh chemicals, abrasion and temperatures.

Available materials include: UL, cUL, and CSA recognized as well as RoHS and REACH compliant. This series is ideal for high quality/density barcoding, product and component identification, rating and serial plates, asset and inventory tracking and general identification.

B #	Base Material	Adhesive	Color	Finish	UL
B-103	Polyester	Acrylic, Permanent	Clear	Gloss	
B-407	Polyolefin	Acrylic, Permanent	Clear	Matte	
B-423	Polyester	Acrylic, Permanent	White	Gloss	✓
B-425	Polyolefin	Acrylic, Permanent	White	Matte	✓
B-430	Polyester	Acrylic, Permanent	Clear	Gloss	✓
B-439	Vinyl	Acrylic, Permanent	Silver, Gold, Red, Purple, Yellow, Orange, Green, Black, Light Blue, White	Matte	
B-459	Polyester	Acrylic, Permanent	White	Matte	✓
B-473	Polyester	Acrylic, Permanent	White	Gloss	✓
B-488	Polyester	Acrylic, Permanent	White	Matte	✓
B-8591	Polyester	Acrylic, Permanent	White, Silver, Black, Yellow	Gloss	✓
B-966B	Polyester	Acrylic, Permanent	Clear	Gloss	✓

Refer to www.UL.com for the UL online certification directory.



Metallized labels

- Metallic appearance with nameplate quality
- Resistance to harsh chemicals and abrasion
- True metal films for spec compliance

Metallized labels provide a durable print-on-demand option for rating plate and asset tag applications. They offer superior resistance to harsh chemicals and heavy abrasion.

These label materials meet certain military, SAE and other specifications making them ideal for high quality/density barcode labels, asset identification and serial and rating plates requiring nameplate quality.

B #	Base Material	Adhesive	Color	Finish	UL
B-413	Polyester	Acrylic, Permanent	Metallic silver	Satin	✓
B-428	Metallized Polyester	Acrylic, Permanent	Metallic silver	Matte	✓
B-434	Metallized Polyester	Acrylic, Permanent	Metallic silver	Gloss	✓
B-435	Metallized Polyester	Acrylic, Permanent	Metallic silver	Gloss	✓
B-480	Polyester	Rubber, Permanent	Metallic silver	Satin	✓
B-486	Metallized Polyester	Rubber, Permanent	Metallic silver	Matte	✓

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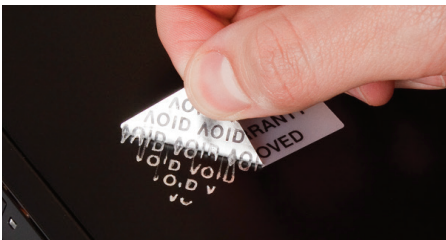
Aggressive adhesive labels

- Up to 3x adhesion value
- For rough or oil/grease-covered surfaces
- No extensive surface prep needed

Aggressive adhesive labels are engineered for the toughest and most demanding industrial surfaces and don't require extensive cleaning or surface preparation to stay adhered. These label materials offer permanent identification and outstanding adhesion that is up to three times higher than standard adhesives, making it ideal for rough, powder-coated and low-surface energy applications. Ideal for product and component identification, high-quality/density barcode labels, asset and inventory tracking, rating plates and general ID.

B #	Base Material	Adhesive	Color	Finish	UL
B-422	Polyester	Acrylic, Aggressive Permanent	White	Gloss	✓
B-432	Polyester	Acrylic, Aggressive Permanent	Clear	Gloss	✓
B-483	Polyester	Rubber, Aggressive Permanent	White	Gloss	✓
B-484	Polyester	Rubber, Aggressive Permanent	White	Gloss	✓
B-489	Polyester	Rubber, Aggressive Permanent	White	Matte	✓

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Tamper-evident labels

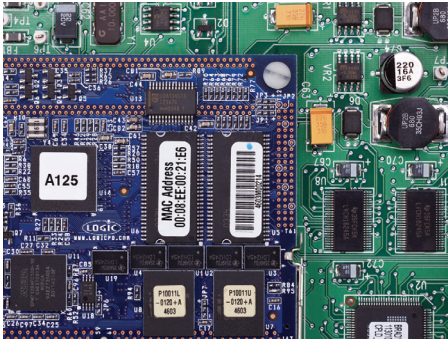
- Irreversible, visible evidence of tampering
- Protects from warranty fraud, product tampering or asset theft
- Chemical, temperature and abrasion resistance

Tamper-evident seals and tamper-indicating labels are custom engineered to provide print-on-demand, irreversible, visible evidence of label tampering to protect against warranty fraud, product tampering, altering, misuse or asset theft.

Multiple options are available, including fracturing labels and labels that leave a footprint when removed. Ideal for product and component identification, rating and serial plates, these quality labels are engineered for superior chemical, temperature and abrasion resistance.

B #	Base Material	Adhesive	Color	Finish	UL
B-335	Polyester	Acrylic, Permanent "VOID"	Clear	Gloss	
B-351	Vinyl	Acrylic, Permanent	White	Matte	
B-352	Metallized Vinyl	Acrylic, Permanent	Metallic silver	Matte	✓
B-366	Polypropylene	Acrylic, Permanent	Clear	Gloss	
B-367	Polypropylene	Rubber, Permanent Footprint	White, Black, Gray, Custom colors	Gloss	✓
B-438	Metallized Polyester	Acrylic, Permanent Checkerboard	Metallic silver	Matte	✓
B-7546	Polyester	Acrylic, Permanent "VOID"	White	Gloss	✓
B-7566	Polyester	Acrylic, Permanent "VOID"	Clear	Gloss	
B-7576	Metallized Polyester	Acrylic, Permanent "VOID"	Metallic silver	Matte	✓

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High temperature labels

- Survive high heat (500° F) and harsh chemicals
- Perform in reflow, wave solder and board washing
- ESD and auto-apply variations available

High temperature labels can withstand temperatures up to 500° F (260° C) for five minutes, along with powerful chemicals and cleaning processes used in PCB assembly, equipment and component manufacturing.

These label materials are rigorously tested for heat, chemical and abrasion resistance to ensure optimal performance in reflow, wave solder and board washing processes. Available in a variety of options, including anti-static and auto-apply equipment labels, this series is ideal for printed circuit board identification or any high heat applications.

B #	Base Material	Adhesive	Color	Finish	UL
B-436	Polyimide	Silicone, Removable	Amber	Matte	
B-717	Polyimide	Acrylic, Permanent, ESD	White	Gloss	✓
B-718	Polyimide	Acrylic, Permanent	White	Gloss	✓
B-719	Polyimide	Acrylic, Permanent, ESD	White	Matte	✓
B-724	Polyimide	Acrylic, Permanent	Amber	Matte	
B-727	Polyimide	Acrylic, Permanent	White	Gloss	✓
B-728	Polyimide	Acrylic, Permanent	White	Matte	✓
B-729	Polyimide	Acrylic, Permanent	White	Matte	✓
B-776	Polyimide	Acrylic, Permanent	Light Green	Gloss	✓

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Removable labels

- Remove without scraping or surface damage
- Excellent solvent and heat resistance
- Diverse range of applications

Removable labels are engineered for durable and long-lasting performance. Our custom removable adhesives allow for clean and easy removal when needed without damaging the surface or leaving behind residue.

These removable labels offer good solvent and heat resistance and are ideal for identifying electronic and other components, work-in-process identification and general purpose applications.

B #	Base Material	Adhesive	Color	Finish	UL
B-433	Polyester	Acrylic, Removable	White	Gloss	✓
B-449	Polyolefin	Rubber, Removable	White	Matte	
B-498	Vinyl Cloth	Rubber, Removable	White, Yellow, Orange	Gloss	✓

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Your start-to-finish solution for identification

Industrial and portable printers from Brady offer a reliable, on-demand labeling solution to meet your component, equipment identification and traceability requirements. Designed with thermal transfer printing capabilities, our printers create clear and professional-looking labels — with the durability to withstand even the harshest environments.



Add software for easier label creation

Brady is an innovator of intuitive software to make label creation even easier and more efficient. These software options are designed to guide you through the label creation process to minimize errors and make label creation simple.

Brady Workstation Label Creation Software

Brady Workstation revolutionizes label and sign creation and printing by offering a variety of suites and apps that are simple and efficient to use. Choose and customize the tools you use to complete tasks exactly as you want.



Product and Wire ID Suite

This suite allows you to create basic text labels or labels with graphics and custom formatting, and serialize and import data in one fast and efficient process.

For more information, visit BradyID.com or call 888-272-3946.



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