

Better labeling – just a trade up away

Get the best label types and materials
– plus a printer that does it all, free!



Brady printers — innovative in form and function

The BMP®41, BMP®51 and BMP®61 label printers optimize your label printing experience, hands down. With **die-cut labels** to enhance efficiency, **automatic formatting** and an **easy-to-use interface**, these rugged printers easily conquer your custom-labeling projects.

So many applications

Brady mobile printers go anywhere you do. Combined with state-of-the-art, durable label materials, they print high-quality labels for a variety of everyday applications including:

- DataCom
- Electrical
- Manufacturing
- Laboratories
- General identification
- And the list goes on

Go ahead, trade up and share the love of better labeling today.

Send us your eligible printer and purchase either (12) BMP41 / BMP51 label cartridges or (12) BMP61 rolls of label material and we'll send you a printer for FREE!*

* Offer valid in U.S. and Canada. Separate offer in Mexico; contact local Brady office for details. All free printers must ship to end user customer. Trade-in printers must be of a qualifying make and model and in working condition. Limit of one free printer per qualified trade-in printer. No limit to the quantity of qualified printers traded in per end user. Twelve (12) BMP41, BMP51 or BMP61 label cartridges / rolls must be purchased for each trade-in printer. Qualified trade-in printers must be sent to Brady along with the unique TRADE-IN CODE NUMBER generated during the online form submission. Free printers will be shipped within five business days of online form submission. Trade-in printers must be received at Brady within 20 days of online form submission and Brady reserves the right to invoice user for full cost of the Brady printers sent in the event the trade-in printers are not received at Brady. Brady reserves the right to change or cancel this offer at any time and to refuse any request. For qualifying printers and online form, visit BradyID.com/tradeup.