



## CASE STUDY: BENEATH THE WAVES & BRADY'S ON-SITE SAMPLE LABELING SOLUTION

Beneath the Waves Enterprises, an ocean-focused climate solutions company, works with nations on conservation and biodiversity issues. Their scientists build, sustain, monitor and scale marine projects centered around at-risk species and threatened habitats. In particular, they look at Blue Carbon ecosystems that pull carbon dioxide from the atmosphere. An example is the largest seagrass meadow on Earth which Beneath the Waves discovered one year ago in the Caribbean.

Because their field work involves adapting to different environments, they look for advanced technology that's customizable and efficient. Recently, they found both when they created a customized printing solution that improved their workflows.

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**“ A customized app  
removed two steps  
in our process.”**

David Harris, principal owner  
of Beneath the Waves

### THE CHALLENGE

Systematically cataloging samples from the field posed a challenge for scientists on the team. According to David Harris, one of the principal owners, “We needed help with our workflow. Mainly, the ability to label samples.” On a research vessel, their scientists would gather seabed core samples from the ocean floor. These needed to be accurately labeled from 60 different locations within 5,000 square kilometer plots. As David Harris explains, “If we don't get the info right, it's difficult to get a crew and million-dollar research vessel back into the field to get that information. It's very time consuming ... and costly.”

## THE STORY

Beneath the waves initially reached out to Brady because of Brady's strong standing in the scientific community with their printing solutions. In particular, they selected the M211 Label Printer because of its durability and functionality — a big benefit in the field. While they were impressed with the Brady Express Labels software that came with the printer, they noted it lacked some customized ability. What they needed was a customized app, one that would allow them to create and print labels on demand using their own software.

In addition to a customized app, Beneath the Waves was looking for labels that could adhere in wet conditions. Harris states, "When we're in the middle of the ocean and we have to process these cores on our research vessel, we have salt spray and waves to deal with, so we really need a robust solution."

## THE SOLUTION

Understanding the specialized needs that Beneath the Waves had, Brady developed a custom app that would streamline its workflows. The app was integrated into existing software, which gave scientists the ability to print right where the work happened — in the ocean on their research vessel. According to Harris, "With a customized app, we add the info about the core sample size and push a button. The app knows to print off the exact amount of labels needed. Then, we take the samples back to the lab to process them." And that's not all. Brady, a world leader in advanced printing solutions and high-performance labels, provided a materials solution that could survive in wet conditions and not peel off: Nylon Cloth Labels.

## THE RESULTS

With the Brady customized app, printing solution and new materials, Beneath the Waves is now much more efficient in the field. In fact, the amount of time saved is staggering. Harris offers, "The impact of the improved workflow increased our time and efficiency by two-thirds. It also allowed our team to be 100% accurate, which is important to our scientific research."

Additionally, the Brady customized app and printing solution gave Beneath the Waves the ability to scale up operations globally. Now, they can process over 72,000 miles of Blue Carbon ecosystems in the Caribbean and in Europe. "We chose Brady for their ability to adapt," Harris explains. "They created an integrated printing solution that enhances the way we work in the field. That's a great partnership." And it's not just their team of scientists that benefits. Since our oceans and climate are linked to our planet and future generations, their research on Blue Carbon systems can have a big impact on us all.



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SDK in action.**

