



# CASE STUDY: CIRCUITIQ & BRADY

## STREAMLINING ELECTRICAL SERVICES WITH INTEGRATED SOLUTIONS

CircuitIQ, a business that pioneers solutions for the electrical services industry, helps people manage their electrical systems better. By far, their most popular product is an app that identifies and maps circuits. This tool works to increase safety for those who handle electrical systems. Recently, CircuitIQ partnered with Brady to come up with a complete solution that integrates printing within their own app. According to Luke Begley, CEO and co-founder of CircuitIQ, “We needed to up our labeling game since our main customer deliverable is identification for outlets and switch panels.” For workflows in the field, combining Brady printing abilities with their own app proved to be a real game changer.

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with the CircuitIQ app  
and the M211.”**

Luke Begley, founder of CircuitIQ

### THE CHALLENGE

Complex, outdated or poorly documented electrical systems pose a challenge for electricians, contractors and property managers. Often, circuits are missing identification or are mislabeled, mostly due to human errors in the handwriting process. Luke Begley advises: “When you’re dealing with electrical information, the last thing you want is to be looking at the wrong information and cause an electrical issue.” So, CircuitIQ set out to come up with a more reliable solution for identifying circuits in the field.

## THE STORY

Recently, CircuitIQ partnered with Brady to come up with a complete solution that integrates printing within their own app. Integrating the ability to print to a Brady printer from their own app helped them streamline their electrical services by capturing data and printing labels right where the work happens.

Using Brady's Software Development Kit (SDK), the app and printer could "talk" to get more work done. Users didn't need to learn another app, plus they could use either iOS or Android phones. And, since Brady offers a wide variety of labels that are easily found in electrical stores, they found their customers could get what they needed. This differs from their previous printing partner who couldn't offer either the advanced functionalities they needed or high-performance labels.

## THE SOLUTION

During on-site visits to document existing electrical systems, technicians would use the CircuitIQ app to digitally capture all essential circuit information. Then, the data was automatically processed into printed labels using the Brady M211. This saved them a ton of time and expense. As far as Luke Begley is concerned, "You get 100% accuracy with the CircuitIQ app and the M211. The speed and ease of use, plus the ability to have it all done for you takes human error out of it."

And that's not all. The CircuitIQ co-founder also discovered the Brady's M211 is the only printer that can generate a unique QR code on the spot. This was important since they use QR codes to direct users to additional important information related to each electrical system. The new workflow was fast, accurate and eliminated the tedious and often error-prone manual label creation process. Begley explains, "When you leave deliverables for clients, your reputation is on the line, and having that info 100% accurate ensures someone doesn't call you out in the future for having the wrong label on a plug."

## THE RESULTS

This efficient workflow was made possible by the smooth integration of the CircuitIQ app and the Brady M211 Label Printer — along with Brady's SDK Kit. Not only could circuits be quickly identified and mapped, it was easy to convert the data into error-free, easy-to-read printed labels. Begley states, "No other printing solution is better suited than Brady. Now electricians have new tools to help them do the best work they can possibly do. And that helps ensure electrical safety is spread nationwide."

Whether updating an older building's electrical systems or mapping a newly built institution, the app and printer combo provides CircuitIQ with a more streamlined experience for field work.



**Scan to see Brady's  
SDK in action.**