CASE STUDY: REMARCABLE
BRADY'S COMPREHENSIVE ASSET TRACKING SOLUTION

Remarcable is a cloud-based platform that helps electrical contractors and distributors streamline purchasing processes to save time and money. One of the key features of Remarcable's platform is the ability to create and print QR asset tags for tracking and managing their most expensive assets, tools and overhead inventory. By partnering with Brady, Remarcable has been able to provide contractors on the go with a seamless way to print high-performance, abrasion-resistant labels directly from their software — whether it's in the warehouse, jobsite or service van.

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> "Combining Brady's printing capabilities with Remarcable's software has **proven to be a game-changer for faster, stronger asset tracking.**"
>
> Clint Zhang, Chief Engineer and Founder of Remarcable

THE **CHALLENGE**

Previously, printing QR asset tags on cheap paper labels resulted in low abrasion resistance and inadequate adhesion, leading to issues with asset tracking. As a result, tools were often left on jobsites or lost in transit between jobs, reducing efficiency and increasing costs per job, especially when working with highly skilled technicians. Remarcable recognized the need for a more reliable, industrial-strength solution for asset tracking to address these challenges.

THE **STORY**

Remarcable collaborated with Brady to integrate label printing capabilities directly into their software, allowing customers to streamline their asset tag printing processes right where the work happens. By leveraging Brady's Software Development Kit (SDK), Remarcable's web-based software is now able to communicate directly with Brady printers, enabling users to get more work done without the need to learn new software for label printing. This integration sets Remarcable apart from their previous printing partner, who couldn't provide the necessary high-performance labels to meet their customers' needs.

THE **SOLUTION**

To overcome the challenges associated with inadequate labeling solutions, Remarcable integrated Brady's printing capabilities directly into their software in the following ways::

Software integration: Remarcable utilized Brady's Software Development Kit (SDK) to establish communication between their web-based software and Brady printers. This integration now allows users to print labels directly from the Remarcable interface without the need to learn new software.

High-performance labels: Brady provided Remarcable access to their range of industrial-grade label materials, which offer superior abrasion resistance and adhesion properties compared to standard paper labels. Brady labels are specifically designed to withstand the harsh conditions often encountered in construction and industrial environments.

Bluetooth connectivity: Remarcable implemented Bluetooth connectivity to enable seamless pairing between their software and Brady printers. This wireless connection has allowed users to print labels from anywhere within range, from the warehouse, to the jobsite, and even the service van.

User-friendly interface: Remarcable designed a user-friendly interface that allows contractors to easily create, manage and print QR asset tags. The interface provides real-time information on printer status, label quantity and connection status, ensuring a smooth and efficient labeling process.

THE **RESULTS**

By implementing this solution, Remarcable has empowered contractors to effectively track and manage their assets using durable, high-performance QR code labels. The integration of Brady's printing capabilities has streamlined the labeling process, reduced the risk of lost or misplaced tools and ultimately improved efficiency and cost savings for contractors.

Thanks to this integration, contractors now have:

Universal accessibility: QR codes can be scanned using any smartphone camera, making them easily accessible and universally compatible across all devices.

Digital to physical tracking: Brady's printing capabilities enable contractors to convert digital asset tracking information into physical QR code labels, facilitating easy logging, printing, and tracking of assets.

Seamless connectivity: Remarcable connects with Brady printers via Bluetooth, enabling quick and easy setup. Users can monitor battery power, label quantity, connection status and perform tasks like loading and cutting labels directly from the Remarcable interface.

Efficient warehouse management: Streamlined warehouse operations have allowed personnel to easily track, manage and check tools and inventory when field teams make requests.

▶ **For more information about Brady's Software Development Kit, contact your Brady Rep.**