BRADY

Which **ON-DEMAND** labeling solution meets your needs?

COLOR LABEL PRINTERS

THERMAL TRANSFER

INDUSTRIAL INKJET

Color
Do you need to print color labels?

THERMAL TRANSFER: **Single or multicolor** through combinations of labels, ribbons and/or preprinted headers.

INDUSTRIAL INKJET: High color variability, capable of vibrant **full-color prints in one print run.** ✓

Speed
Do you need high-speed color printing?

THERMAL TRANSFER: ✓ Prints labels at a speed of up to **5 inches per second, per color.**

INDUSTRIAL INKJET: Prints full-color labels in a single pass at a speed of up to **1 inch per second.**

Durability
Do your labels need to stand up to harsh environments?

THERMAL TRANSFER: ✓ Offers **indoor** and **outdoor** label durability, including materials that can last up to 8-10 years outdoors with chemical resistance.

INDUSTRIAL INKJET: Labels withstand harsh chemicals, liquids and lighting. **Indoor/outdoor durable** – up to 2 years outdoors and even longer indoors or with added overlaminate.

Resolution
Do your labels need high-resolution clarity?

THERMAL TRANSFER: Offers **300 dpi** for safety and facility identification labels. Select printers offer **600 dpi versions**.

INDUSTRIAL INKJET: ✓ Offers **4800 dpi** for label clarity and fine detail on photos, graphics and more.

Materials
Is label material offering and usage a determining factor?

THERMAL TRANSFER: ✓ Offers a **wide range** of material options to meet a variety of application needs, including magnetic, retroreflective and tags.

INDUSTRIAL INKJET: ✓ **Fewer label materials needed for minimal inventory.** All you need are blank-white label materials to create full color labels, while using only the ink you need and allowing individual cartridge replacement.
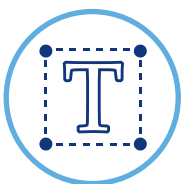
Connectivity
Do you need to connect to other devices?

THERMAL TRANSFER: ✓ Versatile for both standalone printing where users create and print right on the printer and PC- or **mobile-connected setups** accommodating design adjustments and data integration.

INDUSTRIAL INKJET: Relies on a computer connection for label design flexibility, ideal for scenarios with **frequent content modifications,** graphics or variable data integration.

Content
How much versatility do you need in your label design?

THERMAL TRANSFER: Excels at **static content** like barcodes, basic text and printing to pre-formatted label layouts.

INDUSTRIAL INKJET: ✓ Ideal for **highly variable content** like data, designs, logos, photos and other needs that are unique or change frequently.

► Visit **BradyID.com/THTvsINK** to learn about inkjet and thermal transfer label printing.