



**Design Starts with Brady
OEM/ODM SOLUTIONS**

Products that Perform. Quality that Lasts.

At Brady, we have a steadfast commitment to providing our customers with unrivaled products and an unrivaled buying experience. We use customer feedback to continually design, improve and innovate our products to serve all of your needs, from general identification solutions to custom engineered labels.

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Design Stage – OEM/ODM

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Value Proposition

Brady has a strong global presence and our Research and Development centres are located across the globe. During the design process our professional engineering team works closely with our customers to develop new and customized solutions that meet their needs. Not only do we provide a wide range of Identification solutions, we also offer customize die cut solutions through advanced Product development and testing from our R&D centres.



30 global operations serving more than 70 countries

Manufactures more than 30,000 identification, safety, coated materials, die-cut and graphic products

Brady Location & Network

Brady has 70 locations in 33 countries. This ensures smooth product transfer from global team to local team, reducing customers' communication channels.



Brady Identification Materials

Industry-Tested Materials

Brady's label materials are designed to withstand the toughest industrial environments. With over 200 technologists in laboratory sites around the world and more than 20 patents on our label materials, Brady is working to deliver our clients with innovative products of the highest technological quality.

At Brady's Research Centers, material scientists rigorously test all the label materials in-house to ensure high performances, industry compliance, durability and reliability.



Materials

Expertly Engineered Materials

Brady high performance materials offer outstanding performance in extreme environments. A wide variety of options that suit a wide spectrum of applications and environments.

- Heat shrink tubing
- Wire wrap labels
- Component labels
- Fluid line tapes
- Wire, cable and bundle tags



Printers

On-Demand Printing and Specialty Systems

From small, hand-held printers for on-the-job applications to large, industrial units for high-volume printing, Brady's proven printing solutions help create clear, professional-looking identification that has the durability to withstand even the harshest environments.

- Integrates into your processes
- Prints up to 20,000 labels per day
- Prints on a range of our expertly engineered materials
- Easiest and most versatile printing solutions in the industry



Software
























Robust Label Design Software

When it comes to printing in high volume or set up batch printing and printer pairing, Brady workstation can improve the efficiency of the label creation processes. Brady workstation is updated frequently with improved features to enhance the user experience.

- Engineered to take the cost out of label design process
- Adaptable to a range of work flows
- Easily accessible post-sale technical support

Material Brands Guide

Brady's brand of labels is geared towards applications where high performance, durability, industry compliance are required. The new product lines include Brady's popular labels materials which are grouped together by their specific performance features, making it easier for customers to choose the models that best suit their needs.

Material Brands and Attributes	 WorkHorse™ Labels	 MetaLabel™ Series	 ToughBond™ Series	 Defender™ Series	 CleanLift™ Series	 UltraTemp™ Series	 VisAlert™ Series
Material Attributes							
 Abrasion Resistance	✓	✓	✓	✓	✓	✓	✓
 Electrostatic Dissipative							
 Fuel/Oil Resistance	✓	✓	✓	✓	✓	✓	✓
 High Heat Resistance	✓	✓	✓	✓	✓	✓	✓
 Low Temperature Resistance	✓	✓	✓	✓	✓	✓	✓
 Removable					✓		
 Solvent/Chemical Resistance	✓	✓	✓	✓	✓	✓	✓
 Tamper-Indicating				✓			✓
 Ultra-Aggressive Adhesive		✓	✓				
Recommended Material Applications	 WorkHorse™ Labels	 MetaLabel™ Series	 ToughBond™ Series	 Defender™ Series	 CleanLift™ Series	 UltraTemp™ Series	 VisAlert™ Series
UL / CSA	✓		✓				
Component / Equipment ID	✓	✓	✓		✓		
Barcode / Data-Coding	✓	✓	✓		✓		
Inventory Tracking	✓		✓		✓		
Asset Tracking	✓	✓	✓	✓	✓		
Rating Plate	✓	✓	✓		✓		
General ID	✓		✓		✓		✓
Over-Laminate	✓		✓		✓		
Circuit Board ID / High Temperature	✓		✓		✓	✓	
Tamper Indicating				✓			
UID			✓			✓	

High Performance Material Series

Various applications require different labeling materials. Brady offers an extensive range of labeling materials to meet different specific needs. From use requiring labels to withstand 260°C reflow for PBCA to storage of liquid nitrogen -196°C. Brady has the right materials for every customer.



WorkHorse™ Series

Harsh Environment Labels

Applications

High quality/ density barcoding, product and component identification, rating and serial plates, asset and inventory tracking and general identification.

- Engineered for the harshest environments
- Durable and heavy-duty to keep the label adhered to smooth surfaces
- Survives harsh chemicals, abrasion and temperatures
- UL, cUL, CSA, RoHS and REACH compliant



MetaLabel™ Series

Metalized Labels

Applications

High quality/density barcode labels, asset identification and serial and rating plates requiring nameplate-like quality.

- Metallic appearance - nameplate quality
- True metal films for spec compliance
- Superior resistance to harsh chemicals and abrasion
- Meet certain military, SAE and other specifications



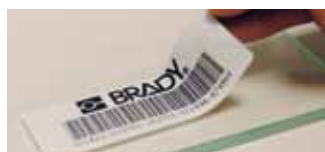
UltraTemp™ Series

High Heat Labels

Applications

Printed circuit board identification or any high heat applications.

- Survives high heat (500°F) and harsh chemicals
- Performs in reflow wave solder and board washing
- ESD and auto-apply equipment available



CleanLift™ Series

Removable Labels

Applications

Identifying electronic and other components, work in progress identification and general purpose applications.

- Durable and long-lasting performance
- Clean and easy removal
- Removes without scraping or surface damage
- Excellent solvent and heat resistance



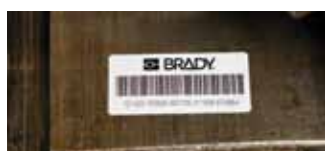
Defender™ Series

Tamper Evident Labels

Applications

Product and component identification, rating and serial plates.

- Irreversible, visible evidence of tampering
- Protects warranty fraud, product tampering or asset theft
- Chemical, temperature and abrasion resistance



ToughBond™ Series

Aggressive Adhesive Labels

Applications

Low surface energy applications, product and component identification, high-quality/density barcode labels, asset and inventory tracking, rating plates and general identification.

- Permanent identification and outstanding adhesion for up to 3x adhesion values
- For rough or powder/ oil/ grease covered surfaces
- No extensive surface preparation needed



VisAlert™ Series

Indicating Labels

Applications

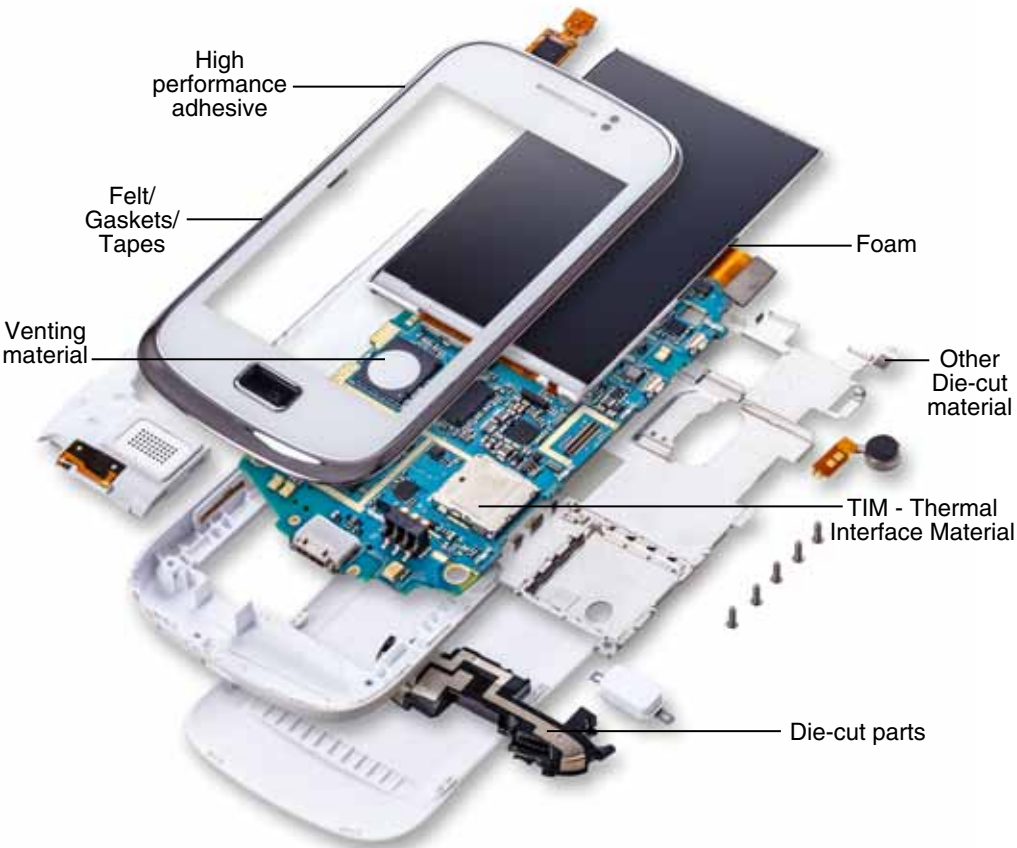
Motors, gear boxes, electrical equipment and product or component monitoring.

- Immediate visual indication of water or heat exposure without triggering false positive
- Continually monitor product, components or equipment
- Records a permanent, irreversible reading for the highest temperature attained
- Helps prevent frequent breakdowns and shortened equipment life due to overuse or exposure to harmful elements, as well as prevent fraud or product misuse

Customized Engineering

Brady has the experience and tools to provide high precision die-cut parts. With our global sourcing network as well as strategic partnership with well-known material suppliers, we are able to support customers, providing design samples to ensure that our solutions are appropriate, unique, and specific to your current and future needs.

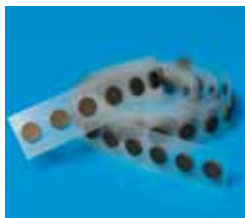
A dissect of a mobile phone to show the electronic parts and it's customizable die-cut part



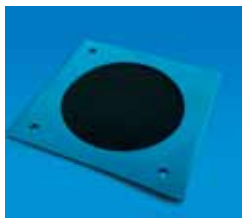
Strategic Partnership

Together with our strategic partners, we are able to collaborate together and develop new solutions.

- Strategic partnership with leading suppliers
- Global supply chain management



Foam



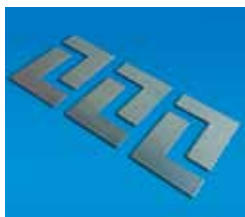
Membrane material



High performance adhesive



Acoustic felt



Conductive adhesive



Conductive foam



Gasket



Protective film



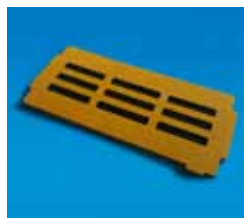
Woven mesh / Sound attenuating



EMI / RFI shielding material



Thermal interface material



Other material

Engineering Capabilities

Brady has the experience and tools to provide high precision die-cut parts. With our global sourcing network as well as strategic partnership with well-known material suppliers, we are able to support customers, providing design samples to ensure that our solutions are appropriate, unique, and specific to your current and future needs.

- In-house engineering staff
- Experienced in die-cut / product insights
- Materials knowledge



Material Design and Machine Capabilities

- Focused on niche applications to augment the capabilities of our strategic partners
- With state-of-the-art machines and facilities
- Experienced engineering team able to provide multiple pass processes to handle complex designs
- Operational excellence
- Global presence with multiple manufacturing sites
- Controlled and secure production environment
- ISO-certified environment



Track and Trace

According to ISO 8402, traceability is the “ability to trace the history, application or location of an entity by means of recorded identifications.

Accurate tracking of raw materials and finished goods throughout production processes can increase production efficiency, open up new markets and attract more customers by enabling a number of competitive advantages.



Why is traceability needed?



On average over 800 million defect opportunities occur in a typical full-time SMT assembly line per year



Cost of catching a defect increases 10-fold at each step in the product lifecycle



39% of firms encounter counterfeit components



On average it takes 100 days before a production defect is detected



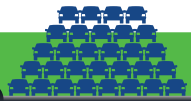
Counterfeit component incidents increased **241%**



55% of firms listed lack of traceability procedures as a major challenge to global regulatory compliance



Recalls cost the automotive industry **\$9 BILLION** annually



What is the value of an effective traceability system?



Traceability systems have been shown to reduce customer returns by **84%**



Total production cost savings up to **10%**

Next Steps...



Minimize recall exposure by 7-fold (5000 units down to 3)



Production and shipping cycle processes improve by 10% when you eliminate non-value added processes

01 EVALUATE
Understand your current traceability process

02 AUDIT
Identify areas of improvement that are beneficial to your business

03 IMPLEMENT
Design a traceability plan and execute

Software for easier label creation

Track and Trace starts with implementation of barcodes, either 1D or 2D. Brady offers simple label design software and complex design software to cater to customers' needs and their ERP systems.



Brady Workstation Label Creation Software

Brady Workstation revolutionizes label and sign creation and printing by offering a variety of suites and apps that are easy and efficient to use. Choose and customize the tools you use to complete tasks exactly as you want without having to use print drivers. Try these software options:



Product and Wire Identification Suite – When you need to create product labels, wire & cable markers, and panel labels, this suite is your go-to solution. It allows you to create basic text labels or labels with graphics and custom formatting and serialize and import data.



Scan and Print Suite – This suite allows you to consume data from a barcode scanner, keyboard or custom script to quickly populate your own custom label templates as part of a labeling workflow. Whether you need to replicate labels for lab specimens, re-label supplied parts for product assembly or label products based on work orders, this software suite can solve your workflow needs.



Laboratory Identification Suite – Ensure labels for all your lab samples and equipment are crisp, clear and contain all necessary information. Easily design and create labels for your cryovials, centrifuge tubes and bottles, conicals, slides and other samples in your laboratory.



Safety and Facility Identification Suite – Keep your facility safe and compliant with the Safety and Facility Identification Suite. This group of apps makes it easy to create custom signs, labels, pipemarkers, Lean / 5S labels and outdoor-grade facility labels. Choose this suite to add visual safety guidance to your facility.



GHS Labels App – Creating GHS labels is now surprisingly simple. We have streamlined the process so you can easily enter the data once from your SDS sheets, then create and print any size of GHS label at any time. You can also auto-populate your GHS label using the built-in chemical database. Need labels with multiple languages? Those are also supported in the app.

CODESOFT™ Label Design Software

CODESOFT™ is an advanced label design and integration software that offers unmatched flexibility, power, and support – making it the best barcode software choice for label printing in enterprise environments. With CODESOFT™, you can easily integrate label printing and RFID technology into your business process, increasing both efficiency and control. Whether your goal is managing assets and resources, controlling distribution channels and stock levels, tracking documents and RFID tags, or managing data records, CODESOFT™ provides a solution for your organization's most advanced barcode and RFID labeling projects.

Features & Benefits

- Flexible label design for everything from simple to advanced labels
- Ability to integrate label printing seamlessly into existing systems
- 40+ barcode symbologies for printing any type of label
- Advanced database connectivity for pulling data from virtually any source
- Wizard-driven interfaces for easy creation of labels and accompanying variables

Brady Benchtop Printer Portfolio

Brady provides a range of benchtop printers that is compact for small workspace or rugged printers that can meet customers' high volume printing and yet durable.



Printer	BBP®12 Label Printer	Brady IP™ Thermal Transfer Printer	Bradyprinter™ PR Plus Printer	BBP®16 Series Printer
Description	The BBP®12 Label Printer is a small, entry level label maker. Find out more about the BBP®12 Label Printer, or shop for accessories, labels and ribbons compatible with this system.	Available in either 300 or 600 dpi, this desktop printer offers material recognition, automatic formatting, and user-friendly features for printing labels, sleeves and wire and cable markers.	Ideal for high volume cable identification, this desktop printing system prints Heatex products, wire markers, and polyester labels where material has a long life expectancy.	Brady's BBP®16 Series Printer offers its users a total labeling solution at an affordable price with its leading range of labeling materials, specialized materials and specialized software
Print Technology	Thermal heat transfer	Thermal heat transfer	Thermal heat transfer	Thermal heat transfer
Resolution	300dpi	Standard model - 4 in. wide, center align (300 and 600 dpi) Auto-cut model - 4 in. wide, center align (300 and 600 dpi) No peel model		600dpi
Speed	Up to 4"/s			Up to 4"/s
Max. Label per Day	1000pcs	5000pcs	7000pcs	5000pcs
Min. Label Width	1"	1"	0.125"	1"
Max. Label Width	4.16"			4.09"
Min. Label Length	0.25"	0.2"	0.2"	0.157"
Max. Print Width	4.16"	4.16"	4.16"	4.09"
Max. Print Length	40"			40"
Weight	2 kg	6 kg		15 kg
Dimensions (H x W x D)	7" x 7" x 10"	12.5" x 9.5" x 17.1"	11.4" x 9.9" x 18.1"	Standard: Serial, Parallel, USB, Ethernet
Connectivity	Ethernet, USB 2.0, serial and parallel	Standard: 2xUSB, Ethernet 10/100 BASE-T, RS232C, SD card slot, 1xUSB 2.0 Hi-speed port for PC Optional: USB WLAN stick, USB Bluetooth adapter stick	Standard: 2xUSB, Ethernet 10/100 BASE-T, RS232C, SD card slot, 1xUSB 2.0 Hi-speed port for PC Optional: USB WLAN stick, USB Bluetooth adapter stick	Ethernet, USB 2.0, serial and parallel
Application	Data communication, healthcare laboratory, tissue cassettes, slides panel, wire cable, sleeves, etc	Industrial manufacturing, electrical, wire and cable identification, laboratory/healthcare, transportation (aerospace, rail, mass transit), Government, defense, data communication	LabelMark (v6.5.0.9 or newer), Brady Workstation (v4.0 or newer), CodeSoft Win driver, 3rd party Windows®-based software, direct-to-printer scripting	Regulatory compliance, product identification, order processing, process tracking point of sale, shipment/arrival ticketing
Software	Labelmark™ software, Codesoft™ software	LabelMark (v6.6.1 or newer), Brady Workstation (v4.1 or newer), CodeSoft Win driver, 3rd party Windows®-based software, direct-to-printer scripting	Labelmark™ software, Codesoft™ software	Labelmark™ software, Codesoft™ software
Ribbon Length	74m long	2.68 in o.d. IP-enabled ribbon (for Brady mode use)	2.68 in o.d. IP-enabled ribbon (for Brady mode use)	600m long

Brady Portable Label Printer Portfolio



	Printer Features	BMP®21-PLUS Label Printer	BMP®51 Label Printer	BradyPrinter M611 Mobile Label Printer	BMP®61 Label Printer	BMP®71 Label Printer
		Basic labels on continuous supply for wires & cables, panels, datacomm, as well as misc industrial labels in operations, maintenance and production areas. 3/4" max width.	Labels with more advanced text and formatting on die-cut and continuous supplies for wires & cables, electrical and automation panels and datacomm, as well as misc industrial labels in operations, maintenance and production areas. 1.5" max width.	Higher volumes of labels with more advanced text and formatting on die-cut and continuous supplies for wire & cable, electrical and automation panels, datacomm and general ID. Runs on external Brady Workstation mobile or desktop software. Features a color touchscreen with material monitoring, Wi-Fi and Bluetooth connectivity, USB 2.0 port. 2" max width	Higher volumes of labels with more advanced text and formatting on die-cut and continuous supplies for wire & cable, electrical & automation panel, datacomm and general ID. Features a colour touch screen, QWERTY keyboard, USB connectivity, optional Wi-Fi, list management. 2" max width.	Higher volumes of labels with more advanced text and formatting on die-cut and continuous supplies for wires & cables, electrical & automation panels and datacomm, as well as misc industrial labels in operations, maintenance and production areas. 2" max width.
Info On Label	Max Print Width	0.75"	1.5"	1.92"	1.92"	2.0"
	Print and Color Capability	Thermal transfer/ Monochrome				
	Max Label Width	0.75"	1.5"	1.92"	1.92"	2.0"
	Print Resolution	203 dpi	300 dpi	300 dpi	300 dpi	300 dpi
Data Formatting Functions	Barcode on Label	Code 39 and 128	Code 39, Code 128, and more using Brady® Workstation	Brady® Workstation, Brady® Workstation Mobile Apps, Windows-Based Driver for Third Party Software Use	Code 39, Code 128, and more using Brady® Workstation	
	Multi-line Print	Yes	Yes	Yes	Yes	Yes
	Print Rotation	Yes	Yes	Yes	Yes	Yes
	Serialization	Yes	Yes	Yes	Yes	Yes
Printed Label Volume	Max Label Per Day	50 labels/day	750 labels/day	750 labels/day	1,000 labels/day	1,000 labels/day
	Print Speed	0.40"/sec	1.18"/sec	1.33"/sec	1.33"/sec	1.5"/sec
	Portability	Yes	Yes	Yes	Yes	Yes
Mobility	Stand-Alone Printing	Yes	Yes	Yes	Yes	Yes
	Data Entry other than PC	ABC Layout	QWERTY Layout	None	QWERTY Layout	QWERTY Layout
Use with Keyboard						
Use with PC	PC Connectivity Options	None Available	USB	Mobile device via Bluetooth or Wi-Fi	USB/Wi-Fi*	USB

*** Wi-Fi only applicable in SG region



Barcode scanners

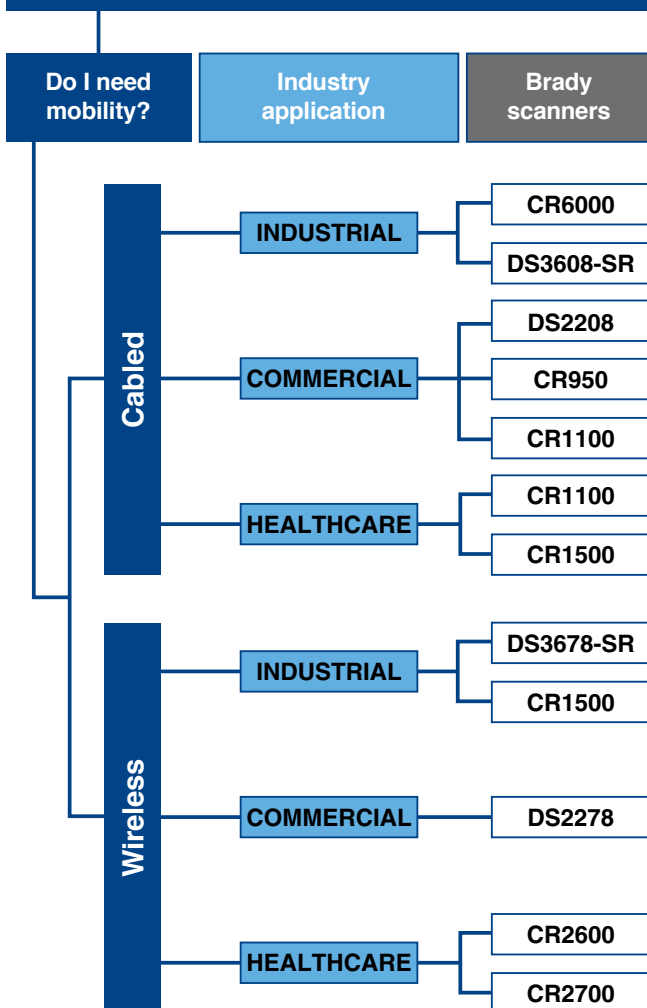
Brady offers barcode scanners that meet the needs of a variety of tracking applications, including basic data entry, electronics, lab, shipping and receiving, UID initiatives, WIP and more. From basic 1D/2D barcode scanners to fully-integrated Data Matrix Verifiers, Brady offers several different barcode scanner solutions to meet your data collection needs.

Features & Benefits

- Dual-field Optics - expands the reading range of the imager by providing two unique fields of view, a high-density field and a wide angle field, in one device
- Glare Reducing Technology - makes reading barcodes on shiny surfaces, mobile devices, or curved surfaces, quick and easy
- Modular Design - allows for an easy transition from tethered to wireless or palm to handheld
- Multiple Good Reader Indicators - ensures that the user is aware of a 'good read', regardless of the environment they are used in
- Small Footprint - designed with the users' work environment in mind
- Durability - built to last and withstand the cleaning agents used in most industries
- Power Management - low power consumption, thus limiting the battery drain

Which scanner should I choose?

1D / 2D BARCODE SCANNER



Brand Protection

Brady is a world leader in identification solutions, with nearly 100 years of experience identifying and protecting products around the world. We offer innovative, custom-designed brand authentication products and anti-counterfeiting services that can protect your brand against fraud, diversion and tampering.

Brady brand protection helps you to protect:

Brand Values: Reflects the premium that accrues to a brand from customers who are willing to pay extra for it.

Brand Image: Provide the impression in the consumers' mind of a brand's total personality.

Your brand is your most valuable asset. When you work with Brady, you can have peace of mind knowing we'll do whatever it takes to safeguard your brand's integrity – for today, and for the future.

BRADY OFFERS A NAME YOU CAN TRUST AND TECHNOLOGY YOU CAN DEPEND ON.



ASSORTMENT OF TECHNOLOGIES

One size does not fit all when it comes to brand protection. Unlike many competitors, with Brady you have access to our internally-developed technologies, in addition to the industry-leading external partners we work with to deliver the most effective integrated solution for your application.

STABILITY

In an industry filled with unproven newcomers, single technology providers, or ones that are too risky and cannot meet your authorized vendor requirements, Brady is a stable force with a strong financial foundation and a diverse customer base.

GLOBAL SECURE SUPPLY CHAIN

With a support network of 25 locations around the world, Brady will treat you globally with the convenience of local resources and support.

CERTIFIED SECURITY

Do not let others fool you. There is a difference between 'claiming' to be a secure manufacturer and actually having an accredited security standards developer certify your business annually. Brady has been certified by NASPO International since 2004.

**FIRST COMPANY IN ASIA PACIFIC TO BE
AWARDED WITH NASPO CERTIFICATION**

**We identify and protect premises,
products and people.**

For more information or to learn more about our innovative products, visit BradyID.com.sg or call +65 6477 7261.

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INDIA (91) 80 6658 2900

INDONESIA (65) 6477 7261

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MALAYSIA (60) 4 810 1688

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