

Brady Custom Labels

In addition to over 5 000 stock labels, Brady also offers custom labels designed to meet your specific needs. These labels are designed to your exact specifications -- colour matches, materials, dimensions, and regulatory requirements - for your specialised applications.

Instructional Labelling



Instructional labels, such as safety or warning statements, help prevent product misuse and reduce liability. Brady has labelling solutions for the most challenging environments -- outdoor environments, high temperatures, and tough to adhere to surfaces. With a wide assortment of labelling materials and printing processes, Brady has the answer for your instructional labelling needs.

Product Identification



Brand identity is critical. Aesthetically appealing product identification labels are an important part of your product's image. Many times, product identification labels are printed by Brady with the common/static information (such as logos) as well as areas designed to allow you to print variable information (such as serial numbers, date codes or model numbers) on demand using a Brady thermal transfer printer. Brady provides custom product identification labels in a wide choice of labelling materials and printing processes that reflect the high quality image of your products.

Brady Custom Labels

Regulatory Labelling



Several safety organisations test and certify products to meet specific testing standards. Once a product is certified, the label on the product needs to represent the certification. In many cases, the label material will also be tested and certified. The testing assures the printed label is made from durable materials and will survive under typical use.

If a label needs specific certification, Brady makes the process faster, easier and less expensive. Brady has an extensive listing of label materials to meet various regulatory requirements.

Types of Certifications:

- **Underwriters Laboratories (UL)** - Recognised Components to UL969 Marking and Labelling Systems standard. Listing information can be found online at ul.com.
- **Canadian Standard Association (CSA)** - Accepted to C22.2 No. 0.15 Adhesive Labels standard and IAS US Requirement 4-88 Marking Systems (Gas) standard (formerly AGA). Listing information can be found online at directories.csa-international.org.
- **cUL** - CSA approved labels at UL Laboratories
- **CE mark** - The CE mark is a European Union marking to indicate conformity with essential health and safety requirements. A label material by itself does not get CE approval, rather a complete piece of equipment receives the CE approval.

Micro-Miniature Labelling



Brady's micro-miniature product line is ideal for labelling tiny parts and components. Brady provides micro-miniature labels for common applications such as small electronic items, heart pacemakers and hearing aids.

Micro-miniature label sizes can be ordered as small as 3.20 mm x 1.57 mm or even 1.57 mm diameter circle. These custom labels are offered in a variety of sizes and materials with multiple print colours and/or a clear over-lamination.

Brady provides common/static printed information such logos and part numbers. Additionally, Brady offers variable printed information such as serialized identification numbers and letters.

Brady Custom Labels



Laser Markable Labels

First in Market

BRADY is proud to offer the first, non-destructible laser, markable materials manufactured from polyester film. These labels, available in both black or white, are suitable for applications that do not require tamper-evident features.

BRADY's new line of laser markable materials are specially developed for the toughest and most demanding industrial applications. They can be engraved by using laser beam (CO₂ and YAG) to create images of your choice, be it graphic, text or barcode.

Brady Laser Markable Materials

B-8010 Polyester Matt Black topcoat on 2 mil white polyester with permanent pressure sensitive acrylic. Service temperature -40°C to 100°C

B-8012 Polyester Matt White topcoat on 2 mil black Polyester with permanent pressure sensitive acrylic adhesive. Service temperature -40°C to 100°C

The Benefits of Laser Markable Labelling

- **PERMANENCY:** Clear and crisp image ensuring consistent readability at all times.
- **DURABILITY:** Resistant under extreme conditions, including temperature, oil, abrasion and solvents.
- **SPEED:** Increase efficiency and reduce cost.
- **ACCURACY with ZERO DEFECT:** Programmable data prior to marking on label.

Ideal for Product Appeal Identifications

- **Rating Plate** – Underhood Applications
- **Product Identification** – Barcode Labels
– Battery Labels

Brady Custom Labels

Multi-Label Sets



Multi-label sets are common when various related products need an identification label. This label "kitting" approach saves excess time and expenses when compared to printing unique individual labels.

Brady Bar Code Printing Services



The expense for printers and other resources devoted to producing bar code labels are not necessary when you let Brady do the job for you. Brady offers:

- Compliance with EIA, AIAG, TCIF and UCC
- All popular linear and 2D bar code symbologies
- Full range of specialised labelling materials
- Printers matched to Brady's labelling materials
- Trained operators in bar code design
- In-process verification of all bar codes

Brady Custom Labels

Print and Protect – On-Demand Lamination



PermaShield™ Labels For Print On-demand



1. Standard label is printed with customised information. Laminate label remains on liner, under standard label.



2. Standard label is applied to surface. Laminate is removed from liner.



3. Laminate is applied over standard label.



4. Laminate label is ideal for applications where extra protection is needed.

Tabbed Laminate Labels For Hand Printing



1. Tabbed laminate design is available in a variety of sizes and shapes.



2. Variable information is hand-written on label.



3. Liner is removed from tab and laminate is applied to label.



4. Final label is protected with laminate. Laminated label is ideal for applications where extra protection is needed.

The advantages of laminated labels are:

- PNP parts are extremely quick, easy and 100% accurate laminating
- The PNP construction saves touching any adhesive.
- Printing on-demand saves having to stock pre-printed and over-laminated labels.
- No need to use two separate rolls for label and laminate
- Custom Sizes start from 1,000 pieces per order
- Custom parts available with coloured logos.

Applications

- Asset Identification
- Name-, face and rating plates
- Plastic Container ID
- Trolley ID
- Car Parts ID
- Outdoor Labelling (UV-Protection of printing)
- Rental Companies ID of all parts
- Tool Registration ID
- Library Books ID