# Brady IP™ printers
## Intelligence by Design.

**Outperforming Expectations:** Brady's full line of Thermal Transfer Printers perform under the toughest conditions. Designed to work with our easy-to-use software applications and our full range of Brady industrial materials, these printers give you the sharp, professional, cost-effective labels you need.

Who knew printing could be so simple. Brady's IP thermal transfer printing system is part of a complete printing system designed to make printing simple, fast, and efficient. Using Smart Cell technology, the printer, software, material, and ribbon communicate with each other. The system offers material recognition, automatic formatting, and user-friendly printer features for labels, sleeves, and tags.

### Smart Cell Technology saves time during set-up and material change-outs:
- Easy to use – no manual adjustments for speed, temperature, material size, or layout – even custom and multi-part labels don't need set-up
- Printer identifies best material and ribbon match for flawless printing
- Save on material costs with no more calibration; sensor position shown for notched, gapped, or continuous
- Know when to order more material: visual usage on LCD

### Communication and technology provides ease-of-use for multiple users:
- Smart Cell enables the printer, software, material, and ribbon to talk to each other
- Intelligent error messaging using alphanumeric and graphical LCD display
- Visually check printer and material information with PC status monitor

### Load, Click, Print – it's that simple:
- Top loading design allows easy access to materials; center-justified feed path and material guides reduce drift and ensure proper placement
- Click supply file on screen; material and information are automatically updated
- Enter data on the template and just hit "print" – the Smart Cell eliminates the need for calibration and reduces manual software adjustments

## Outperforming Expectations
*Brady Thermal Transfer Printers*

- Industrial Manufacturing
- Electrical, Wire, and Cable Marking
- Electronics
- Government and Defense
- Transportation (Aerospace, Rail, Mass Transit)
- Data Communication
- Laboratory/Healthcare

www.bradyid.com/ip

■ IP300   ■ IP600

IP300   IP600

# BRADY IP™ THERMAL TRANSFER PRINTER

## The smart solution for high-performance printing.

**Sharp, fast printing:** A print resolution of 300 dpi for the Brady IP300, and 600 dpi for the Brady IP600 assures that your materials will be sharp and professional looking. Optimal speed settings are automatically set using Brady's IP-enabled material. Speed can be adjusted by the user up to 8" per second, depending upon the application.

**Versatile label options:** Brady IP printers work with a variety of Brady specialty materials to give you more cost-effective labeling options. The printer accepts materials up to 4.2" wide and from 0.125" to 40" tall (300 dpi) or 0.125" to 20" tall (600 dpi), with a maximum print width of 4.16", and a maximum outer roll diameter of 8". Brady IP enabled ribbon includes the centering ribbon spindle, providing fast convenient ribbon change-outs and virtually eliminating ribbon wrinkle. Standard ribbon length is 984 feet (max. is 1181 feet).

**Compact, powerful, connected:** Brady IP printers pack a lot of features into a small space, with dimensions of only 11.0" H x 9.4" W x 17.0" D, and weighing only 13 pounds. The printer is standard with 64MB RAM and Serial, USB, and Ethernet 10/100 connectivity, so it's always ready to work.

### Take advantage of smarter materials:

**IP Series Printer Enabled** — Brady IP Enabled materials offer users access to hassle-free automatic printing modes.

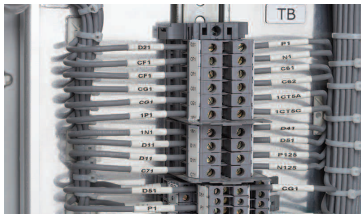**IP Series Printer Compatible** — Brady IP Compatible materials offer special software configurability options for even more labeling flexibility.

### IP PRINTER ORDERING INFORMATION

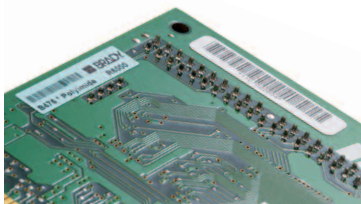| PART NUMBER | DESCRIPTION |
|---|---|
| **STANDARD PRINTERS** | |
| BP-IP300 | Brady IP 300 dpi Printer – Standard |
| BP-IP600 | Brady IP 600 dpi Printer – Standard |
| **PRINTERS WITH OPTIONS** | |
| BP-IP300-P | Brady IP 300 dpi Printer – with Peel/Present |
| BP-IP600-P | Brady IP 600 dpi Printer – with Peel/Present |

**For more information about Brady IP Printers, visit www.bradyid.com or call 1-888-272-3946.**

**The products you need: When performance matters most.**
Complete the Brady IP Printing System with these Brady components!

- BradySoft™ 8 Label Design Software
- Brady LabelMark™ Labeling Software
- Brady IdentiLab™ Laboratory Labeling Software
- Brady IP Enabled or IP Compatible material and ribbons
- Brady360 Comprehensive Customer Care

**Stress FREE System Setup**

**We've taken the stress out of setting up your new printer.** With Brady's Stress FREE System Setup, a member of the Brady Technical Support Team will walk you through the set-up of your new printer. ***To schedule your FREE phone appointment, call 1-800-643-8766; select Menu Option 4. Or visit www.bradyid.com/setupservice.***

**Wire ID and Terminal Block**

**Raised Panel**

**Item Identification**

**Laboratory/Healthcare**

www.bradyid.com/ip

# BRADY
## WHEN PERFORMANCE MATTERS MOST™

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