



CUSTOM AND SPECIALITY PRODUCTS

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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.

Regulatory Labelling



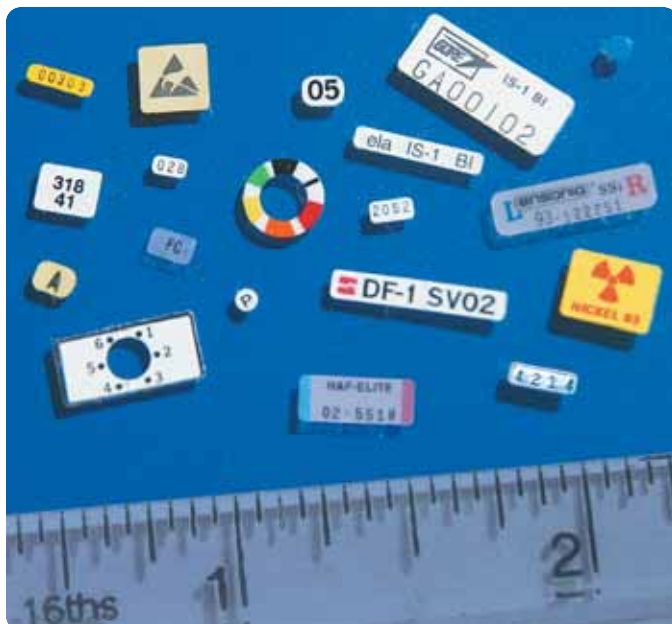
Several safety organisations test and certify products to meet specific testing standards. Once a product is certified, the label on the product needs to represent the certification. In many cases, the label material will also be tested and certified. The testing assures the printed label is made from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



Tyre Labelling

Brady's new line of tyre labels is designed to withstand the harsh environment of vulcanisation in tyre identification. It enables the implementation of a fully automated identification system with real-time traceability by supplying you with the critical information you need:

- Information that lets you track your tyre's manufacturing origin.
- Information that lets you survey your production line, to correct manufacturing inefficiencies quickly.
- Information that guarantees the highest level of quality control possible.

From high temperatures to long curing cycles to tremendous pressure, we are aware of the rigours of tyre manufacturing environments. Which is why at Brady our tyre labels do more than survive. They do their job, being the sharpest, most readable and scannable labels available. Every tyre label we produce follows precise tolerances, significantly reducing your margin or error.



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.

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.

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



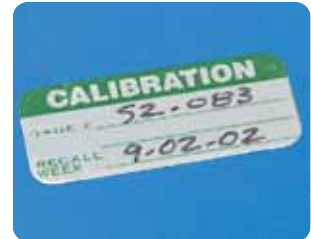
1. Tabbed laminate design is available in a variety of sizes and shapes.



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.

Write-On Labels

- B-502 Vinyl cloth (WO)**
- B-619 Polyester (WOX)**
- B-184 Aluminium foil WOAF)**

Ordering information: when ordering, remember that reference (WO-, WOX-, or WOAF-) indicates material type. When ordering, please specify the total number of cards, not number of labels. To determine quantity of cards, divide the label total by the number of labels per card. Note: all WOAF aluminum foil labels have an aluminum, not a white background.

Quality Control

Label Dimensions	Labels Per Card	Card Dimensions
38.10 mm x 15.88 mm	14 labels	50.80 mm x 228.60 mm

WO-1, WOX-1, WOAF-1
Red on white label

REJECTED	DATE _____
REASON _____	
BY _____	

WO-42
Black on white label

CERTIFICATION
BY _____ DATE _____
DUE _____

WO-33
Orange on white label

SCRAPPED
DATE _____
INITIALS _____

WO-52
Black on white label

INSPECTED BY:
DATE _____

WO-2, WOX-2, WOAF-2
Green on white label

ACCEPTED
BY _____ DATE _____

WO-5, WOX-5
Black on yellow label

RE-WORK	DATE _____
BY: _____	
REASON: _____	

WO-38, WOX-38, WOAF-38
Green on white label

TESTED
DATE _____ INITIALS _____

Inventory

Label Dimensions	Labels Per Card	Card Dimensions
38.10 mm x 12.70 mm	18 labels	50.80 mm x 228.60 mm

WOAF-29
Black on aluminum label

PROPERTY TAG
ASSET NO. _____

WO-37, WOAF-37
Green on white label

STOCK NO.

WO-34, WOAF-34
Black on white label

SERIAL NO.

WOAF-39
Blue on aluminum label

TOOL NO.	DEPT. _____

Label Dimensions	Labels Per Card	Card Dimensions
57.15 mm x 25.40 mm	9 labels	69.85 mm x 228.60 mm

WO-26
Black on white label

INVENTORIED	DATE _____
STOCK NO. _____	
COUNT _____	
BY _____	CHECKED _____

CUSTOM AND SPECIALTY PRODUCTS

Write-On Labels

Maintenance

Label Dimensions	Labels Per Card	Card Dimensions
38.00 mm x 15.80 mm	14 labels	50.80 mm x 228.60 mm

WO-13
Black on yellow label

WO-18, WOX-18, WOAF-18
Red on white label

WO-31, WOX-31, WOAF-31
Orange on white label

WO-17, WOAF-17
Black on white label

Label Dimensions	Labels Per Card	Card Dimensions
57.15 mm x 38.10 mm	6 labels	69.85 mm x 228.60 mm

WO-36, WOAF-36
Black on white label

Calibration

Label Dimensions	Labels Per Card	Card Dimensions
38.00 mm x 15.80 mm	14 labels	50.50 mm x 228.60 mm

WO-10, WOAF-10
Green on white label

WO-51
Black on yellow label

WO-41
Black on white label

Label Dimensions	Labels Per Card	Card Dimensions
38.00 mm x 12.70 mm	18 labels	50.80 mm x 228.60 mm

WO-53, WOAF-53
Red on white label

Label Dimensions	Labels Per Card	Card Dimensions
38.00 mm x 38.00 mm	6 labels	50.50 mm x 228.60 mm

WO-63
Black on white label

Calibration

Blank Write-on labels

Aluminium foil (B-184), Vinyl cloth (B-500), Polyester (B-619)

B-500 Vinyl Cloth	B-619 Polyester	B-184 Aluminum Foil	Labels Per Card	Label Size (mm)	Card Size (mm)
WO-16		WOAF-16	6	38.10 x 38.10	50.80 x 228.60
WO-19		WOAF-19	9	38.10 x 25.40	50.80 x 228.60
WO-24*	WOX-24	WOAF-24	14	38.10 x 15.88	50.80 x 228.60
WO-30		WOAF-30	20	38.10 x 11.10	50.80 x 228.60
WO-35		WOAF-35	25	38.10 x 8.71	50.80 x 228.60
WO-46	WOX-46	WOAF-46	36	38.10 x 6.35	50.80 x 228.60
WO-47			72	19.05 x 6.35	50.80 x 228.60
WO-48			54	12.70 x 12.70	50.80 x 228.60
WO-49			18	38.10 x 12.70	50.80 x 228.60
WO-50			36	12.70 x 19.05	50.80 x 228.60
WO-54			4	57.15 x 57.15	69.85 x 228.60
WO-55			5	57.15 x 44.45	69.85 x 228.60
WO-56		WOAF-56	6	57.15 x 38.10	69.85 x 228.60
WO-59		WOAF-59	9	57.15 x 25.40	69.85 x 228.60
WO-62		WOAF-62	12	57.15 x 19.05	69.85 x 228.60
WO-68		WOAF-68	18	57.15 x 12.70	69.85 x 228.60

* Only available in yellow

Write-On Labels On Cards WO

Order Reference	Labels/ Card	Label Size (mm)	Card Size (mm)
WO-1119	40	19.00 x 11.00	63.50 x 228.00
WO-1138	20	38.00 x 11.00	63.50 x 228.00
WO-2256	10	56.00 x 22.00	63.50 x 228.00

Write-On Labels On Books PWO

Order Reference	Labels/ Card	Label Size (mm)
PWO-820	840	20.00 x 8.00
PWO-915	700	15.00 x 9.00
PWO-1119	440	19.00 x 11.00
PWO-1138	220	38.00 x 11.00

Write-On Labels On Sheets WOB (Vinyl Cloth)

Order Reference	Labels Per Sheet	Colour	Label Size (mm)	Black Border
WOB-820-G.M.R.	270	Yellow	8.00 x 20.00	Yes
WOB-820-G.O.R.	270	Yellow	8.00 x 20.00	No
WOB-915-G.M.R.	324	Yellow	9.00 x 15.00	Yes
WOB-915-G.O.R.	324	Yellow	9.00 x 15.00	No
WOB-1065-W.M.R.	69	White	10.00 x 65.00	Yes
WOB-1119-G.M.R.	189	Yellow	11.00 x 19.00	Yes
WOB-1119-G.O.R.	189	Yellow	11.00 x 19.00	No
WOB-1119-W.M.R.	189	White	11.00 x 19.00	Yes
WOB-1128-G.M.R.	126	Yellow	11.00 x 28.00	Yes
WOB-1138-G.M.R.	80	Yellow	11.00 x 38.00	Yes
WOB-1138-G.O.R.	80	Yellow	11.00 x 38.00	No
WOB-1138-W.M.R.	80	White	11.00 x 38.00	Yes
WOB-1442-W.M.R.	68	White	14.00 x 42.00	Yes
WOB-2256-G.M.R.	30	Yellow	22.00 x 56.00	Yes
WOB-2256-G.O.R.	30	Yellow	22.00 x 56.00	No
WOB-2256-W.M.R.	30	White	22.00 x 56.00	Yes
WOB-3560-G.M.R.	21	Yellow	35.00 x 60.00	Yes

Labelling Pens



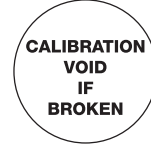
Brady's labelling pens use a quick drying, permanent ink. The ink is specially formulated to resist oil, solvents, abrasion and fading.

Order Reference	Quantity	Ink Color	Point Size
MP-1	Single Pen	Black	Fine Point
MP-2	Single Pen	Black	Ultra Fine Point
BFS-05	Single Pen	Black	Fine Point
BFS-10	Single Pen	Black	Ultra Fine Point

Security Labels



- Designed for sealing access points, protecting adjustments and sealing enclosures
- Custom sizes, colours and shapes available



Order Reference	Labels Per Pack	Label Size Diameter (mm)	Colour	Legend
WTP-6	9	19.00	Blue on White	GUARANTEE VOID IF SEAL IS BROKEN
WTP-7	20	16.00	Black on White	CALIBRATION VOID IF SEAL IS BROKEN

CE Labels

B-7616/B-7554

Order Reference	Size (mm)	Labels Per Sheet	Sheets Per Pack
CE-1	7.62 x 6.35	100	5
CE-2	12.70 x 12.70	25	20
CE-3	19.05 x 19.05	20	25



Water Indicating Labels



Before



After

- Provides clear evidence of water contact – turns from white to red
- Colour change becomes permanent, even after prolonged submersion in water
- Withstands heat and humidity aging without false indication
- Custom sizes and shapes available

Water Indicating Polyester / Paper (B-350)

Order Reference	Pieces Per Roll	Label Size (mm)	Web Width (mm)	Colour Change
THT-70-350-5*	5 000	6.35 x 6.35	60.20	Red
THT-70-350-20*	20 000	6.35 x 6.35	60.20	Red
WIL-1-350-5	5 000	dia. 4.10	50.80	Red
WIL-1-350-20	20 000	dia. 4.10	50.80	Red
WIL-1-354-20	20 000	dia. 4.10	50.80	Blue

* The THT parts are provided in a format and size acceptable for thermal transfer printing. See Thermal Transfer Labels section for more details.

WEEE: Waste from electrical & electronic equipment



- This directive requires the collection and treatment of electronic and electrical equipment (EEE) at the end of the products life
- Effective from August 13th, 2005
- The EEE that needs to be collected in mainland Europe has to be properly identified as from August 13th, 2005
- The WEEE marking is defined in EN 50419 and crossed out wheeled bin with bar is one of the correct methods
- Every producer has to organise a 'take back supply chain' or has to register to a collection scheme in every EU member state
- Every producer must provide information on re-use and treatment for new EEE within one year of placing it onto the market, in order to inform reuse centres, treatment and recycling facilities.

Order Reference	Size (mm)	Colour	Labels Per Roll
805532	10 x 13	White on Black	500
805533	10 x 13	White on Black	5 000
805534	15 x 20	White on Black	500
805535	15 x 20	White on Black	5 000
805808	10 x 13	Black on White	500
805809	10 x 13	Black on White	5 000
805810	15 x 20	Black on White	500
805811	15 x 20	Black on White	5 000



RoHS: Restriction of certain hazardous substances

- Bans the sale of electrical and electronic products containing specific toxic contaminants: Lead, Mercury, Chromium, Cadmium, Brominated flame retardants (PBBs & PBDEs)
- Effective from July 1st, 2006

Electrical and electronic equipment includes:

- Large domestic devices (refrigerators, washing machines, microwaves)
- Small domestic devices (vacuum, cleaners, irons, hair dryers, ...)
- IT and remote communication devices (mainframe PCs, ...)
- Consumer devices (radios, TVs, videos, audio equipment, ...)
- Illumination (fluorescents, discharge lamps, ...)
- Power tools (drills, lathes, polishing tools, lawnmowers, ...)
- Toys (train/car racing sets, game devices, ...)
- Medical devices (radiation therapy devices, electrocardiograms, ...)
- Measure and controller (scales, measuring machines, ...)
- Vending machines (various)

Order Reference	Size (mm)	Colour	Legend	Labels Per Roll
805790	30 x 10	White on Green	Lead Free	500
805791	30 x 10	White on Green	Lead Free	5 000
805792	30 x 10	White on Green	RoHS Compliant	500
805793	30 x 10	White on Green	RoHS Compliant	5 000
805794	15 diam	Black/Red on White	No Pb	500
805795	15 diam	Black/Red on White	No Pb	5 000



www.weerohs.bradyeurope.com
 WEEE & RoHS impacts all producers who manufacture, import, export and distribute to the EU

Static Awareness Labels



These roll-form and card-mounted black-on-yellow or black-on-orange labels alert handlers and users of electronic devices to the possibility of electrostatic damage. Symbols used conform to Military Standard 129J and EIA (Electronics Industries Association) Standard 471.

Labels designed for package marking are available in B-121 reusable paper, B-122 tamper-evident paper and B-500 reusable vinyl cloth. Labels designed for use directly on electronic devices are available in B-500 reusable vinyl cloth, B-619 polyester, and B-652 high-temperature polyimide.



SL-1



SL-2



SL-3, SL-4,



SL-7, SL-8

Roll-Form Labels:

For use on static shielding bags, other packaging and work-in-process totes.

Order Reference	Material	Colour	Labels Per Roll	Size (mm)	Comments
SL-1	B-121	Black on Orange	500	46.00 x 63.50	For use on static shielding bags. WIP totes. etc; reusable; EIA Standard 471 symbol
SL-2	B-122	Black on Yellow	500	49.20 x 63.50	For use on static shielding bags. WIP totes. etc; not removable; EIA Standard 471 symbol
SL-3	B-121	Black on Yellow	500	50.80 x 50.80	For use on intermediate packaging; reusable; MIL Standard 129J symbol
SL-4	B-122	Black on Yellow	500	50.80 x 50.80	For use on intermediate packaging; not removable; MIL Standard 129J symbol
SL-7	B-121	Black on Yellow	1 000	50.80 x 15.90	For use on unit packages; reusable; MIL Standard 129J symbol
SL-8	B-122	Black on Yellow	1 000	50.80 x 15.90	For use on unit packages; not removable; MIL Standard 129J symbol



SL-9



SL-10



SL-11



SL-12



SL-13

Card-Mounted Labels:

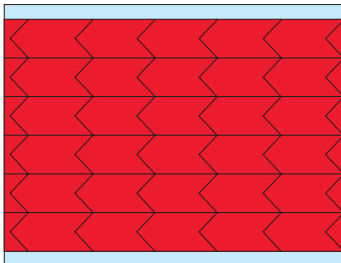
For use on small packages and directly on electronic devices/components.

Order Reference	Material	Colour	Labels Per Roll	Size (mm)	Comments
SL-9	B-500	Black on Yellow	90	16.50 x 5.10	For use on components and small packages; EIA 471 symbol; reusable
SL-10	B-500	Black on Yellow	90	16.50 x 5.10	For use on components and small packages; EIA 471 symbol; reusable
SL-11	B-652	Black on Amber	216	6.35 x 6.35	For bottom-side of PC boards or surface-mount applications; will withstand high temperatures and cleaning solvents; EIA 471 symbol
SL-12	B-619	Black on Yellow	36	31.75 x 6.35	For topside of PC boards; will withstand wave solder temperatures and cleaning solvents; MIL 129J and EIA 471 symbols
SL-13	B-500	Black on Yellow	54	12.70 x 12.70	For small packages; EIA 471 symbol; reusable

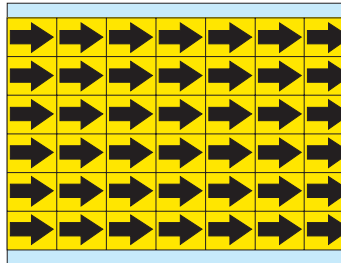
Inspection Arrows/Quik-Dots™ Markers



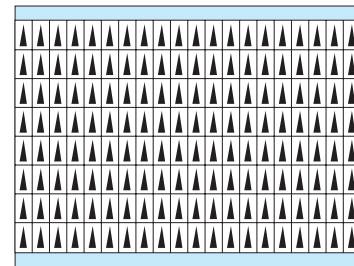
- Pin-point rework areas on printed circuit boards
- Select from five sizes in three different colours – Red, White and Yellow
- B-500 vinyl cloth material provides a tight bond, yet may be easily removed without leaving an adhesive residue



DIA - Die-Cut Inspection Arrow



EIA - Electronic Inspection Arrow



BIA - Board Inspection Arrow

Die-Cut Inspection Arrow

Order Reference	Markers Per Card	Colour	Size (mm)
DIA-250-RD	564	Red	6.35 x 3.18
DIA-250-WT	564	White	6.35 x 3.18
DIA-250-YL	564	Yellow	6.35 x 3.18
DIA-375-RD	280	Red	9.53 x 4.75
DIA-375-WT	280	White	9.53 x 4.75
DIA-375-YL	280	Yellow	9.53 x 4.75
DIA-500-RD	138	Red	12.70 x 6.35
DIA-500-WT	138	White	12.70 x 6.35
DIA-500-YL	138	Yellow	12.70 x 6.35

Electronic Inspection Arrow

Order Reference	Markers Per Card	Colour	Size (mm)
EIA-3025-RD	180	Red	7.62 x 6.35
EIA-3025-WT	180	White	7.62 x 6.35
EIA-3025-YL	180	Yellow	7.62 x 6.35

Board Inspection Arrow

Order Reference	Markers Per Card	Colour	Size (mm)
BIA-RD	576	Red	3.18 x 4.83
BIA-WT	576	White	3.18 x 4.83
BIA-YL	576	Yellow	3.18 x 4.83
BIA-GR	576	Green	3.18 x 4.83

Quik-Dots™ Markers

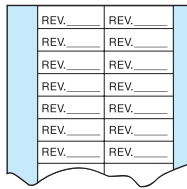


- These 6.35 mm diameter adhesive dots come furnished on dispenser cards
- Available in 9 stock colours
- Custom sizes and shapes are available. Please contact your local custom service for ordering information

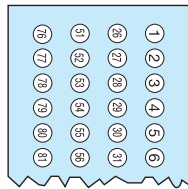
Vinyl (B-725)

Order Reference	Colour	Pieces Per Card
QD-25-BK	Black	144
QD-25-BL	Blue	144
QD-25-BR	Brown	144
QD-25-DG	Dark Green	144
QD-25-LG	Light Green	144
QD-25-OR	Orange	144
QD-25-RD	Red	144
QD-25-WT	White	144
QD-25-YL	Yellow	144

Circuit Board Labels/Solder Masks



Write-On Revision Label



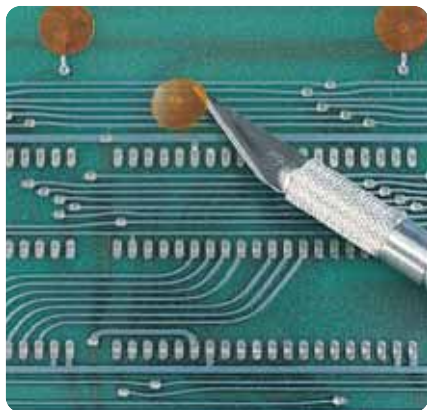
Serialised Label

- Quickly identify revision levels on printed circuit boards
- Polyester materials withstand the high temperatures of flow solder, aqueous and washes
- Card-mounted carrier for fast, easy use

White Polyester (B-953) Printable White Polyester (B-619)

Order Reference	Labels Per Card	Cards Per Pkg.	Material	Size (mm)	Legend	Colour	Comments
WOX-57	72	25	B-619	6.35 x 19.05	REV	White	Write-on revision level labels
SER620A-1-100	100	25	B-953	3.96	1-100	White	Serialised labels for PC boards. components quality assurance, environmental testing
SER620A-101-200	100	25	B-953	3.96	101-200	White	Serialised labels for PC boards. components quality assurance, environmental testing

Circuit Board Solder Masks



- Designed to withstand high-temperature applications where clean removal is necessary
- 1 mil polyimide film does not leave any adhesive residue

High-Temperature Removable Polyimide (B-654)

Order Reference	Markers Per Card	Diameter of Circle (mm)
CMKC-187	144	4.75
CMKC-250	144	5.97
CMKC-375	72	9.53
CMKC-500	54	12.70

CMKC-187 and CMKC-250 do not have zip strips.

Die-Cut Overlaminates

Die-cut over laminate labels are sized to fit popular dot matrix, thermal transfer and laser label sizes. Liners are backslit for easy over laminate removal.

Die-cut overlaminates are produced in B-103 clear polyester, a good general purpose and PC board over laminate that withstands high temperatures, dirt, oil and cleaning solvents while displaying excellent clarity. Packaged in rolls of 5.000 or 2.000 depending on label size.

General-Purpose Clear Polyester (B-103)

Order Reference	Pieces Per Roll	Label Size (mm)	Label Repeat (mm)
LAM-1-103	5 000	16.51 x 5.08	6.65
LAM-2-103	5 000	25.40 x 6.35	7.92
LAM-3-103	5 000	38.10 x 6.35	7.92
LAM-5-103	2 000	25.40 x 12.70	14.27
LAM-6-103	2 000	38.10 x 19.05	20.62
LAM-7-103	2 000	50.80 x 25.40	26.97



Overlaminates protect bar codes from dirt, oil and abrasion without affecting readability.

Circular Masks

Roll-Form Masks

Beige Creped Masking Tape (B-540)

Order Reference	Masks Per Package	Diameter of Circle (mm)
LMC-1000	1 000	25.40
LMC-1125	1 000	28.58
LMC-1250	1 000	31.75
LMC-1375	1 000	34.93
LMC-1500	1 000	38.10
LMC-2000	500	50.80
LMC-3000	500	76.20



Designed for production line applications, the masks are produced in roll form for convenient use.

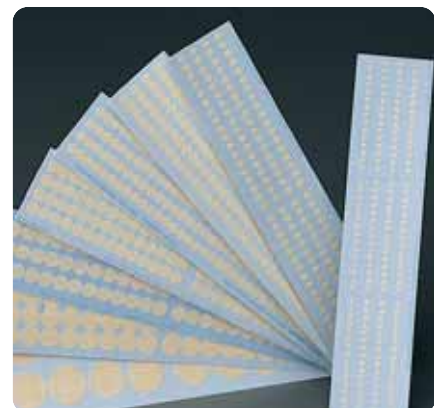
Card-Mounted Masks

Beige Creped Masking Tape (B-540)

Order Reference	Masks Per Card	Diameter of Circle mm
CMC-1250*	180	3.18
CMC-1875*	144	4.75
CMC-2500*	144	6.35
CMC-3125*	112	7.92
CMC-3750*	72	9.53
CMC-4375*	60	11.10
CMC-5000*	54	12.70
CMC-5625*	32	14.27
CMC-6250*	28	15.88
CMC-6875*	24	17.45
CMC-7500*	24	19.05
CMC-8125**	20	20.62
CMC-8750**	20	22.23
CMC-9375**	16	23.80
CMC-1000**	16	25.40

* CMC-1250 - CMC-7500 furnished on 50.80 mm x 229.00 mm) dispenser cards.

**CMC-8125 - CMC-1000 furnished on 69.90 mm x 229.00 mm) dispenser cards.



Mounted on Blue Streak dispenser cards for easy handling and quick application.

Precision Die-Cut Solutions

Brady is the leading global manufacturer of high performance materials, precision die-cut components and automated assembly solutions, serving the electronics, telecommunications and automotive markets. We are proud to have ID Technologies Pte. Ltd of Singapore, Brandon International, Tradex and Balkhausen GmbH as members of our team.

Custom Adhesives



Custom adhesives that hold mechanical parts in place (i.e. cell phone windows to phone housing).

Foam Gaskets



Foam gaskets seal an area off from outside contaminants – often used around LCD displays to prevent dust from entering between the LCD and display.

Foam Pads



Pads used inside electronics to protect sensitive components from drop and vibration.

EMI Shields



Prevents interference from either leakage coming from electrical signals inside of the product, or external signals interfering with the performance of the product.

Meshes/Felts



Usually used in conjunction with speakers or receivers used for voice transmission – keeps water, dust, and contamination from getting inside while still allowing for good sound quality for speakers and microphones

Lens Protects



Clear films used to protect display windows from scratches during assembly and shipment. Protects can be printed with logos and/or product features.

Nameplates



After the electronics assembly has been integrated with your product housing, there is a very important process of brand identity and consumer awareness and safety labelling. Brady can provide a complete range of informative and decorative labels and nameplates. These products are tailored to meet the specific requirements for regulatory labelling or brand identity. Because of the highly visible nature of these products, Brady will go through extreme measures to ensure the highest print quality and registration. Our solutions include a wide variety of options including:

- Pre-printed nameplates and labels
- Embossed and dome labels
- Rating plates
- Printed overlays
- In mold decorating inlays

Thermal Interface Materials and Electrical Insulators



Insulators are used to prevent electrical short circuits in electronics. Thermal interface materials help you conduct heat away from heat generating electronic components such as transistors and microprocessors. Thermal interface materials include:

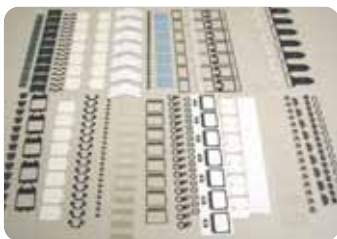
- Phase change
- Gap filler
- Thermal adhesives
- Thermal pads
- Non-silicone thermal pads
- Thermal insulators

Seals



Brady can work with you to develop products to work with your selected materials and applications. If you have a unique application, Brady scientists will go to work developing tapes, liners and adhesives to your exact specifications.

Automated Assembly Solutions



Die cuts engineered, manufactured, inspected and packaged by a die cut manufacturer that understands AccuPlace automation requirements.

- AP1515, AP3065, RM3065 and APAC™ machines at Brady facility
- Value add assembly capable of utilising AccuPlace automation
- Automation engineering/support on-staff at Brady
- One point of contact for solution

**For detailed information and quotes call Customer Service
or visit us on the web at www.bradydiecut.com**

Brand Protection Solutions



The Brand Protection Solutions group provides products and systems to help owners of famous brands fight brand erosion from counterfeiting, product diversion, piracy, and tampering. This focused, dedicated team within Brady brings together all of Brady's many company resources and products to design solutions that meet the security needs of brand owners.



Brady's custom-engineered brand protection solutions result in one-of-a-kind products that are designed with the brand owner for their unique situation and may include varieties of technologies "layered together". These products are manufactured in secure locations and are managed using controlled Chain-of-Custody procedures to ensure strict controls of these secure materials.



Brady is listed in Business Ethics magazine's "Top 100 Best Corporate Citizens" for the last FIVE CONSECUTIVE YEARS. Brady's Brand Protection Solutions group was also among the first North American companies to be certified as a Class II security provider by NASPO - the North American Security Products Organization.

A focus on integrity in our business, coupled with a strong security focus and our global presence, makes a strong partner for owners of global brands.

For more information, visit us at www.bradyid.com/brandprotection