BRADY WHEN PERFORMANCE MATTERS MOST™

STORY 'TRACK & TRACE ALL PRODUCTION OUTPUT'

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Track & trace all production output

Easily track every item in production to increase efficiency and open new markets

Accurate product tracking throughout production processes can increase production efficiency, open up new markets and attract more customers. It enables competitive advantages including increased quality control, reduced recalls, costs and counterfeit components, and higher regulatory compliance.

With durable product identification labels that remain legible throughout entire production cycles, Brady Corporation can offer complete and reliable traceability for every item in production. These labels can be designed and printed on-site, or they can be ordered from Brady factories, for use in an industrial label printer-applicator or in existing pick and place machines.

Extremely durable labels

A durable, high quality, industrial grade label is an important element in a traceability solution. Labels that shrink, fall off, peel off or become illegible will cause errors or generate unidentifiable items in the value chain. These issues can be avoided by using a quality label designed for specific production contexts.

In a professional label construction, the topcoat, substrate, adhesive and liner work together to deliver the best possible result in a predefined industrial context.

1. Topcoat: receives the print, increases durability
2. Substrate: offers durability in predefined contexts
3. Adhesive: adheres to specific surfaces
4. Liner: releases the label in manual or auto-apply processes

Brady uses material science and identification experience in industries around the world to develop extremely durable and reliable labels that can remain legible throughout entire production cycles, even in highly specialised industrial processes. Examples include:

- UltraTemp™ Series Labels: printable or laser engravable polyimide labels that resist extreme temperatures and aggressive chemicals or washing cycles.
- WorkHorse™Series Labels: printable general purpose labels that resist abrasion, chemicals and a wide temperature range.
- VisAlert™ Series Labels: durable labels that immediately visualise component heat or water exposure
- Defender™ Series Labels: durable labels that provide visible evidence of label tampering, to combat counterfeiting and fraud.

Whether you need context specific barcode labels, electrostatic dissipative labels, equipment identification, rating plates, printed circuit board labels, product labels or component identification, Brady has, or can develop, a labelling solution to solve any identification challenge.

Easy label design

There are little to no limits on what can be printed on a durable product or component identification label that can resist production processes. Product information, barcodes, QR-codes and other 2D codes, serial numbers, text fields and company logo's in full colour are all possible.

However, depending on the label printer, a minimum print font must be taken into account to keep the printed information legible. A potential workaround for this issue is printing sharp QR-codes on the tiniest of labels because these can contain a lot of additional information that can be read by scanners in the production line.

To create an efficient and clear label layout, professional label design software is available on the market. Brady offers a series of label design apps on the Brady Workstation app platform that can be used to design almost any label. Every app on Brady Workstation comes with a 30 day free trial that allows users to test the functionalities in their specific context before any purchasing decision is required. Label design capabilities include:

- Custom Designer: design any label and use advanced add-ons to include complex label sequences, or to import data from company databases
- Print Partner: lock label templates while enabling users to complete text or code fields
- Data Automation: Auto-import data in a predefined label template and print the label on a designated printer

Fast on-site printing

Being able to easily print labels in any production unit gives enables increased control over label supply and production continuity when traceability is a requirement. Imagine storing 10 or more label stocks with different prints and constantly monitoring all of them to make sure the stocks are not depleted during

production runs. Now replace all those stocks with one or two large stocks of blank label rolls that can be printed with anything directly in the facility.

To print accurate and precise traceability labels in real-time in your facility, Brady recommends its new, high volume BradyPrinter i7100 Industrial Label Printer. With 600 dpi ultra-sharp monocolour printing, and 40+ specialty ink ribbons available, the BradyPrinter i7100 is able to print durable and precise barcodes, 2D-codes and serial numbers in the smallest fonts. With the right combination of ink ribbon and label material, prints will be able to resist agressive industrial contexts including the impact of heat, chemicals, fuels, oil, dust or weathering.

The printer's 100+ label materials include high quality, durable and specialty label materials for Electronics, Aerospace, Defence and Mass Transit manufacturers, Automotive, Logistics, ICT Infrastructure and Telecom industries. Examples are high heat labels for printed circuit boards and durable asset and component labels with high abrasion, chemical, temperature and UV-resistance. On top of this, the BradyPrinter i7100 can also be deployed to finalise pre-printed traceability labels by adding a serial number or barcode on-site and on demand.

High printing accuracy is achieved through center alignment of prints on the printer's high quality identification materials. The printer also features a powerful internal processor, up to 300 mm/sec print speed and can handle up to 7000 labels per day. Interchangeable platen rollers optimise printhead life time in order to reduce the total cost of ownership. To further increase the printer's versatility and automation compatibility, add-ons and accessories are available including a variety of label cutting systems, rewinders and sensors.

More label printers are available to suit a variety of needs. At the same time, traceability labels can still be printed in Brady factories with fast deliveries throughout Europe.

Automatic label feeding

When the identification of components and products needs to keep up with production, an automated labelling solution can offer great efficiency gains. To automate labelling, Brady recommends using the cost effective ALF14 Label Feeder Series that can feed quality labels to most existing pick & place machinery.

All 3 models in the ALF14 series can offer printed labels in a consistent and timely way to a wide range of pick & place machines. They have a competitive cost structure and a durable design that can easily be adjusted to common label sizes and tape widths ranging from 5*5 mm to 53*53 mm. The ALF14-25, ALF14-40 and ALF14-55 drive down cost and increase quality because label liners do not need to be cut to size and because the feeders are not limited to one label size. Moreover, all ALF14 models are modular label feeders meaning only the feeder machine adapter needs changing when pick and place machines are replaced.

The label feeders' fully automated label guidance system ensures reproducible label positioning for pick-and-place systems. Their simple, fast sensing and dispensing keeps up with the demands of modern pick equipment, while a compact design minimises occupied space in your feeder rack.

Automatic print & apply

If no pick & place machines are available on a production line, the BSP61 Print and Apply System can deliver reliable label printing and placing in one, sturdy unit.

The BSP61 Print and Apply System offers a complete solution for fast automatic labelling anywhere along the production line. It combines a robust thermal transfer label printer with a reliable automatic applicator and is designed to consistently print and accurately position and apply labels in almost all manufacturing applications.

Printing and application time is further reduced with Brady's "zero-queue" print and apply principle, processing and tracking labels in real time without queuing which translates to a substantial shortening of the labelling cycle.

For optimal results, the BSP61 can be combined with Brady labels that are specifically designed to meet the needs of modern day automation. These labels have been developed for easy dispensing to avoid undesired production stops while enabling traceability.

Next to reliable traceability labels, label printing and label application, scanners can be added to capture data from barcoded labels and to complete a reliable traceability system.

Every component in the proposed complete traceability solution can be tested. Contact Brady via emea_request@bradycorp.com for printer demos and label samples.

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