

Material Brands & Attributes Guide

BradyID.com

Brady Identification Materials 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.

With more than 20 label material patents, Brady works to provide customers with innovative products of the highest technological quality. Our Tobey Research Center material science team, including 10 PhD's, develop and rigorously test all of our products to ensure high performance, industry compliance, durability and reliability. Our world-class label series are engineered to be long-lasting, withstand the harshest environments and work for a variety of applications. When it comes to identifying and tracking products, equipment and components, Brady is the company you trust when performance matters most.

Custom Capabilities also available!

Brady offers a variety of technological capabilities including solvent, aqueous and silicone coating; slitting, die-cutting, laser prototypes, thermal transfer printing, offset, screen and pad printing, automated visual inspection and UV, solvent and water-based inks.

Contact a Brady representative at 1-888-272-3946 for more information on how to order your custom labels.



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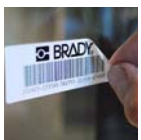
Brady's seven new brands of labels that are geared toward applications where high performance, durability, industry compliance, and adherence to specifications are requirements. The new product lines include Brady's popular label materials, which are grouped by their specific performance features –making it easier for customers to choose the product best suited for their application needs.



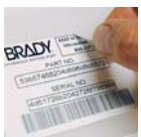
CleanLift™ Series

Removable Labels

- REMOVES WITHOUT SCRAPING OR SURFACE DAMAGE
- EXCELLENT SOLVENT AND HEAT RESISTANCE
- DIVERSE RANGE OF APPLICATIONS



Brady CleanLift™ Series removable labels are engineered for durable and long-lasting performance. Our custom removable adhesives allow for clean and easy removal when ready to pull off — no damage to surfaces or scraping required.



These removable labels offer good solvent and heat resistance and are ideal for identifying electronic and other components, work in process identification and general purpose applications.



Defender™ Series

Tamper Evident Labels

- IRREVERSIBLE, VISIBLE EVIDENCE OF TAMPERING
- PROTECTS WARRANTY FRAUD, PRODUCT TAMPERING OR ASSET THEFT
- CHEMICAL, TEMPERATURE AND ABRASION RESISTANCE



Brady Defender™ Series tamper evident seals and tamper indicating labels are custom engineered to provide print-on-demand, irreversible, visible evidence of label tampering to protect against warranty fraud, product tampering, altering, misuse or asset theft.



Multiple options are available, including fracturing labels and labels that leave a footprint when removed. Ideal for product and component identification, rating and serial plates, these quality labels are engineered for superior chemical, temperature and abrasion resistance.