



**Supporting your work  
every step of the way**

Brady portable printers



# The best tools for the job

## Brady portable printers

Your job. You take pride in it and recognize its importance. Even more important is **how** you do your job, because performance is everything.

To do your best, you need the best tools. Tools that make your job easier and more efficient. If you're a contractor, you're looking for rugged, handheld tools that print on the go. Lab techs, on the other hand, look for equipment and materials based on environment: chemicals, cryogenic or sterilization. If you're in the shop, you need something else — a dependable workhorse to print labels day in and day out.

At Brady, we understand what you need to get the job done. And why it's important you get the right identification, where you need it, in the easiest way possible. We can get you there.

With three different series of portable printers, you can choose the tool that's best for your job — one that's dependable, durable and designed for you.







# Your complete line of Brady portable printers

## Contractor series

Tough, dependable label printers designed to withstand the rigors of field job sites.



### M210 Label Printer

Designed for the toolbox, this label printer has the features and functions to tackle your daily tasks with ease.



### M211 Label Printer

Design, preview and print – all from your phone. Simple and intuitive, the M211 is built for the job site, running all day on a full charge while resisting drops, shocks and crushes.



### BMP®41 Label Printer

Print more every day. Power through work faster with programmed pre-set label options and the ability to create labels on a QWERTY keypad or with Brady software.



## Workspace series

High-performing, small footprint label printers designed for stationary workspaces.



### **M210-LAB Label Printer**

Be prepared for your environment. Kick out continuous lab labels and feel confident you're taking on your toughest lab jobs, and quickly.



### **BMP®51 Label Printer**

Expand your label material options to get the exact label for your unique applications, including electrical, DataCom, panel building and laboratory.

## Flex series

Versatile, print-from-anywhere label printers with more materials, more ways to connect and more applications with the fastest print speeds.



### **BMP®61 Label Printer**

At the field job site or in the shop, manage and save your data multiple ways and print using a color touchscreen.



### **BradyPrinter M611 Mobile Label Printer**

Gain efficiency by choosing how you want to print based on the job you're doing using mobile software, desktop software or a combination of both.



### **BMP®71 Label Printer**

Hybrid label printer with more volume and more materials for a variety of applications, and the ability to print on the toughest materials.



As a contractor, you've got dependability in mind, so you need a printer that's tough and works quickly – all at a great value. Choose from three models with convenient features to fit your fast pace.

## M210 Label Printer

Shiny new name. Same trusted experience. Now with more materials and pre-sized labels to take on your toughest on-site labeling challenges to get the job done right — and done quickly. With smart automatic formatting, all you need to do is drop in a label cartridge, type and print.



### Top applications



#### Wire and cable

Sleeves, self-lam, wire wraps, flag labels, cable markers



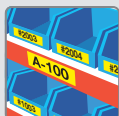
#### DataCom

Self-lam, flag labels, patch-panel, face plate labeling



#### Electrical

Sleeves, self-lam, wire wraps, cable markers, flag and raised panel



#### Lean / 5S

Rack, gauge, part bin labeling



#### General identification

Directional marking, equipment labeling

### Unique features

- Auto-format labels with 11 pre-loaded application design guides for rapid and accurate label creation
- Military-grade shock and vibration resistance per MIL-STD-810G Method 5.16.6 SA4.6.5 — drop tested to withstand the roughest job sites
- Easy-to-access hot keys and menus for fast label creation, on-board symbols and the ability to store 12 label files up to 2MB
- Ability to create UPC, DataMatrix, and QR Codes
- Onboard label material gauge that tracks the amount of material left in the cartridge
- 90+ compatible easy-to-load cartridges with continuous and pre-sized label widths between 0.25 (6.4 mm) to 0.75 (19.1 mm) inches

### Label output

**Speed:** Prints up to 100 labels / day at 0.40 inches (10.2 mm) per second

**Quality:** 203 dpi print resolution

### Optional accessories

- Multi-functional tool that includes a heavy-duty magnet, retractable stand and flashlight
- Attachable magnet for hands-free label creation
- Rechargeable Li-Ion battery pack
- Hard and soft carrying cases to protect your label printer and keep accessories organized

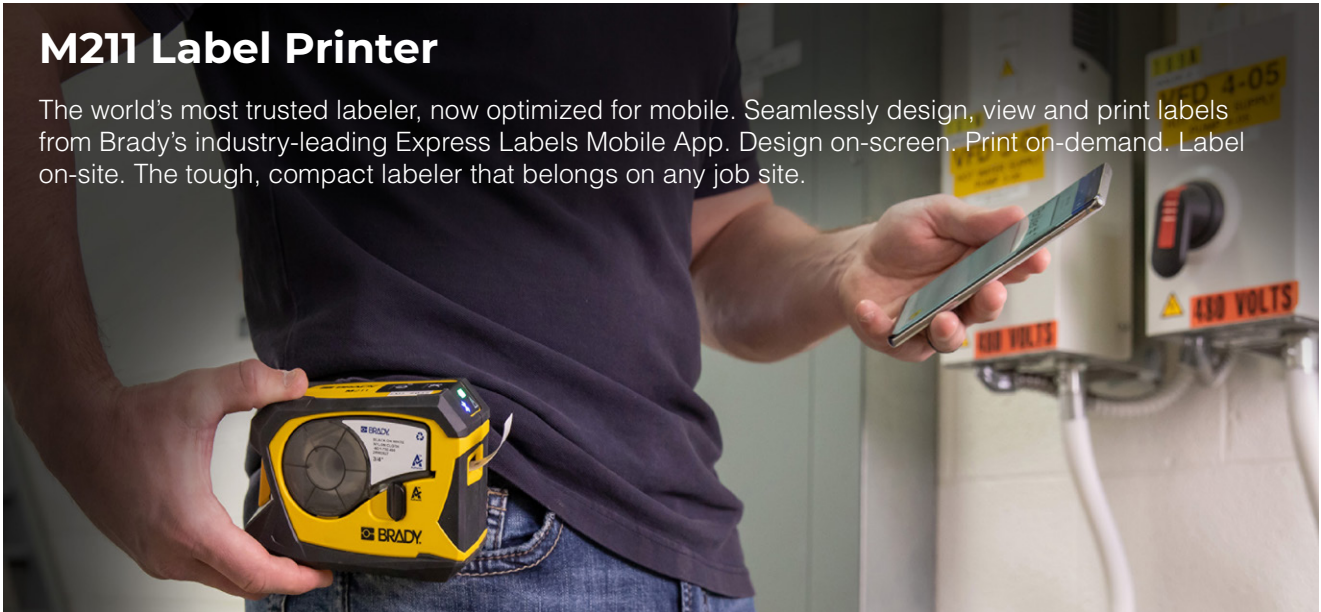
### Available kits

Printer with accessory kit



## M211 Label Printer

The world's most trusted labeler, now optimized for mobile. Seamlessly design, view and print labels from Brady's industry-leading Express Labels Mobile App. Design on-screen. Print on-demand. Label on-site. The tough, compact labeler that belongs on any job site.



### Top applications



#### Wire and cable

Sleeves, self-lam, wire wraps, flag labels, cable markers



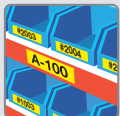
#### DataCom

Self-lam, flag labels, patch-panel, face plate labeling



#### Electrical

Sleeves, self-lam, wire wraps, cable markers, flag and raised panel



#### Lean / 5S

Rack, gauge, part bin labeling



#### General identification

Directional marking, equipment labeling

### Unique features

- Prints labels with the Express Labels Mobile App, for iOS and Android
- Withstands 6-foot drops, is crush-resistant to 250 lbs. and has military-grade shock resistance
- Advanced battery technology for all-day use; prints 300 labels on a full charge
- 11 label design guides, 22 barcode symbologies, 85 fonts, 31 languages and over 1,400 symbols
- Imports data from spreadsheets and allows label saving and label sharing
- 90+ cartridges, made from 12 unique materials, with continuous and pre-sized label widths between 0.25 (6.4 mm) to 0.75 (19.1 mm) inches

### Label output

**Speed:** Prints up to 100 labels / day at 0.60 inches (15.2 mm) per second

**Quality:** 203 dpi print resolution

### Optional accessories

- Attachable magnet for hands-free label creation
- Belt clip provides hands-free transport
- Hard and soft carrying cases to protect your label printer and keep accessories organized
- Power brick charges label printer, phone or tablet

### Available kits

Printer with accessory kit



## CONTRACTOR SERIES

### BMP®41 Label Printer

Reliable for your most detailed work and rugged enough to use every day, it's a must-have for DataCom and electrical professionals. Create and print labels on the spot with its QWERTY keypad or in batches at the office with Brady Workstation software. This printer can help you power through work faster, too, with its programmed pre-set label options for wire marking, flagging and patch panel ID.



#### Top applications



##### DataCom

Self-lam, flag labels, patch-panel, face plate labeling



##### Electrical

Sleeves, self-lam, wire wraps, cable markers, flag and raised panel



##### Wire and cable

Sleeves, self-lam, wire wraps, flag labels, cable markers



##### General identification

Directional marking, equipment labeling

#### Unique features

- Create labels quicker using a QWERTY keypad or USB connected with Brady Workstation label creation software
- Easy-to-use on-board menu options for seven different label formats, serialization, fonts and text orientation and the ability to store 288 label files up to 48MB
- 440 on-board symbols and code 128 and 39 barcodes for various applications
- Window on printer lets you view 110+ different installed label cartridges
- 12 label material types for multiple applications in continuous and pre-sized options with label widths up to 1.0 inch (25.4 mm)

#### Label output

**Speed:** Prints up to 250 labels / day at 1.3 inches (33.0 mm) per second

**Quality:** 300 dpi print resolution

#### Optional accessories

- Attachable magnet for hands-free label creation
- Rechargeable NiMH battery
- Hard and soft carrying cases to protect your label printer and keep accessories organized
- Quick charger

#### Available kits

DataCom, electrical and facility identification starter kits





Label printed on the BMP®41 Label Printer using B-414 BradyGrip™ Print-on Hook Material (MC-500-414)



Own your workspace and its efficiency. From a busy lab to a complicated control panel, your work requires products that fit into your space, not the other way around. This workspace series makes room for two different high-performing solutions.

## M210-LAB Label Printer

The M210-LAB label printer takes on your toughest labeling applications in the lab. Whether you're labeling beakers for short experiments or dropping vials in a cryo freezer, the label materials and built-in label creation guides are a perfect partnership for your laboratory. And with smart automatic formatting, you're set to go in seconds.



### Top applications



#### Laboratory

Vial, tube, slide labeling, sample identification



#### General identification

Directional marking, equipment labeling

### Unique features

- Automatic label formatting, including five pre-loaded application design guides, for rapid and accurate lab label creation
- Ability to store 12 label files up to 2MB and an on-board library of 133 symbols
- Hot keys and menu options for fast label creation
- Ability to create UPC, DataMatrix and QR Codes
- 90+ compatible easy-to-load cartridges (continuous and pre-sized), including materials specifically designed to withstand lab environments

### Label output

**Speed:** Prints up to 100 labels / day at 0.4 inches (10.2 mm) per second

**Quality:** 203 dpi print resolution

### Optional accessories

- Multi-functional tool that includes a heavy-duty magnet, retractable stand and flashlight
- Attachable magnet for hands-free label creation
- Rechargeable Li-Ion battery pack
- Hard and soft carrying cases to protect your label printer and keep accessories organized

### Available kits

Printer with accessory kit

## BMP®51 Label Printer

The perfect companion for your project workspace, the BMP51 lets you print more labels each day, including on pre-sized labels, and with more part options. Whether you're in a lab or building an electrical panel, this printer works hard for you.



### Top applications



#### Wire and cable

Sleeves, self-lam, wire wraps, flag labels, cable markers



#### Laboratory

Vial, tube, slide labeling, sample identification



#### Electrical

Sleeves, self-lam, wire wraps, cable markers, flag and raised panel



#### DataCom

Self-lam, flag labels, patch-panel, face plate labeling



#### Lean / 5S

Rack, gauge, part bin labeling

### Unique features

- 25 label material types for shop and lab applications in continuous and pre-sized options
- Create labels quicker using a QWERTY keypad or USB connected with Brady Workstation label creation software
- 250+ compatible easy-to-load cartridges with label widths up to 1.50 inches (38.1 mm)
- Easy-to-use on-board menu options for lab, wire, DataCom, and general label applications and the ability to store 288 label files up to 48MB
- 440 on-board symbols and code 128 and 39 barcodes for various applications

### Label output

**Speed:** Prints up to 500 labels / day at 1.3 inches (33.0 mm) per second

**Quality:** 300 dpi print resolution

### Optional accessories

- Hard and soft carrying cases to protect your label printer and keep accessories organized
- Rechargeable Li-Ion battery
- Brady Network Card for Wi-Fi connectivity
- Attachable magnet for hands-free label creation

### Available kits

Printer with accessory kits and electrical, voice and DataCom, facility identification and lab starter kits



PANEL 23 42:A  
INSPECTED 02/29

Label printed on the BMP®61 Label Printer using B-425 Polypropylene Flag (PTLFT-01-425)







When flexibility is at your fingertips, you open up your options for how to work best. This premium printer series lets you choose how you work based on where you work — from maintenance to the lab, construction to safety, even aerospace and more. Explore three diverse products that each hand you flexibility for how to manage your daily duties.

## BMP®61 Label Printer

Want quick and efficient identification of wires, cables and components? You'll get exactly that with the BMP61. This printer is your rugged and reliable partner at the field job site and a dependable workhorse in the shop. It features touchscreen capabilities and a variety of ways to connect, manage and save your data.



### Top applications



#### Rating and name plate

Raised panel, asset tracking, tamper-indicating, 12-year outdoor material



#### DataCom

Self-lam, flag labels, patch-panel, face plate labeling



#### Electrical

Sleeves, self-lam, wire wraps, cable markers, flag and raised panel



#### Wire and cable

Sleeves, self-lam, wire wraps, flag labels, cable markers



#### Circuit board

Static dissipative and high-temperature polyimides

### Unique features

- Custom made to order labels and bulk options with label widths up to 2.0 inches (50.8 mm)
- Import and export label files, data lists and graphics using a USB thumb drive
- Large color touchscreen display shows exactly what the label will look like before it's printed, limiting label mistakes
- Create labels using Brady Workstation desktop software connected by USB cable or Wi-Fi
- 600+ label parts across 60+ label material types, including special types for aerospace / defense

### Label output

**Speed:** Prints up to 750 labels / day at 1.33 inches (33.8 mm) per second

**Quality:** 300 dpi print resolution

### Optional accessories

- Hard and soft carrying cases to protect your label printer and keep accessories organized
- Utility strap to reinforce your grip on the printer
- Rechargeable NiMH battery
- Attachable magnet for hands-free label creation

### Available kits

Outdoor material starter kit

## BradyPrinter M611 Mobile Label Printer

Meet in the middle. With the M611 Mobile Label Printer, you'll find the sweet spot in this hybrid portable and benchtop printer. So whether you need to print at the field job site or in the office, you'll get the power to improve labeling efficiency no matter where you get your work done.



### Top applications



#### Laboratory

Vial, tube, slide labeling, sample identification



#### DataCom

Self-lam, flag labels, patch-panel, face plate labeling



#### Electrical

Sleeves, self-lam, wire wraps, cable markers, flag and raised panel



#### Wire and cable

Sleeves, self-lam, wire wraps, flag labels, cable markers



#### Maintenance and repair

Pipe ID, safety labels, HVAC equipment labels, sleeves

### Unique features

- Print labels at the shop or office using Brady Workstation desktop software. While out in the lab, field or facility, rely on Express Labels Mobile App or a combination of both for added flexibility
- Greater efficiency — eliminate downtime by reducing time spent traveling between shop / field or lab / office to collect labels
- Faster rework — spend less time fixing labels by quickly reprinting previously printed labels that were saved in your mobile app or desktop software
- 600+ label parts and custom and bulk options with label widths up to 2.0 inches (50.8 mm)
- 60+ label material types for pipe markers, labels for safety, wire, calibration, equipment, valve tags, cables, wires, patch panels, vials, slides, tubes and more

### Label output

**Speed:** Prints up to 750 labels / day at 1.33 inches (33.8 mm) per second

**Quality:** 300 dpi print resolution

### Optional accessories

- Hard and soft carrying cases to protect your label printer and keep accessories organized
- Wearable sling pack keeps your hands free so you can keep moving through your work
- Attachable magnet for hands-free label creation

### Available kits

Contractor, facility identification, outdoor, lab and benchtop starter kits





Label printed on the BradyPrinter M611 using B-494 color polyester (M61-98-494-YL)







## FLEX SERIES

### BMP®71 Label Printer

Get versatility and durability in one package with the BMP71 Label Printer. Designed to withstand the dust and debris of the job site, this tool brings together the best of a typical mobile label printer and a larger benchtop model. With its intuitive interface and ability to print on Brady's toughest materials, the BMP71 is an efficient solution for an impressive range of applications.

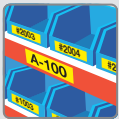


#### Top applications



##### Safety

Arc flash, OSHA, fire safety identification



##### Lean / 5S

Lockout tagout tags, floor marking, rack, gauge, part bin labeling



##### Maintenance and repair

Pipe ID, safety labels, HVAC equipment labels, sleeves



##### Wire and cable

Sleeves, self-lam, wire wraps, flag labels, cable markers



##### Circuit board

Static dissipative and high-temperature polyimides

#### Unique features

- 600+ label parts across 70 label material types with the ability to print on tough materials, including ToughStripe® Floor Tape, ToughWash® Harsh Washdown Labels, ToughWash® Metal Detectable Labels and BradyGlo® Glow-In-The-Dark Labels
- Custom made to order labels and bulk options with label widths up to 2.0 inches (50.8 mm)
- Larger keypad for easier data entry
- Automatic label formatting with large color display for rapid and accurate label creation
- Capable of producing reverse-print labels
- 200MB of memory capacity to store thousands of labels to the printer directly

#### Label output

**Speed:** Prints up to 1,000 labels / day at 1.5 inches (38.1 mm) per second

**Quality:** 300 dpi print resolution

#### Optional accessories

- Printer cleaning kit and cleaning pen
- Media Adapter so you can also use BMP61 supplies
- Rechargeable NiMH battery
- Hard and soft carrying cases to protect your label printer and keep accessories organized

#### Available kits

Printer with accessory kits and 5S marking starter kit

## At-a-glance comparison

It's all here — all the details that help you make the best decision for your work. Use this chart for an easy and quick comparison of the features and function that matter most to you.

	CONTRACTOR SERIES			WORKSPACE SERIES		FLEX SERIES		
	M210	M211	BMP®41	M210-LAB	BMP®51	BMP®61	BradyPrinter M611	BMP®71
Price tier	\$	\$	\$\$	\$	\$\$	\$\$\$	\$\$\$	\$\$\$
Label width in. (mm)	0.25 (6.4) - 0.75 (19.1)	0.25 (6.4) - 0.75 (19.1)	0.24 (6.1) - 1.0 (25.4)	0.25 (6.4) - 0.75 (19.1)	0.24 (6.1) - 1.5 (38.1)	0.235 (6.0) - 2.0 (50.8)	0.235 (6.0) - 2.0 (50.8)	0.24 (6.1) - 2.0 (50.8)
Label types	Continuous and pre-sized	Continuous and pre-sized	Continuous and pre-sized	Continuous and pre-sized	Continuous and pre-sized	Continuous, pre-sized, custom and bulk	Continuous, pre-sized, custom and bulk	Continuous, pre-sized, custom and bulk
Label cartridges	All-in-one ribbon and tape	All-in-one ribbon and tape	All-in-one ribbon and tape	All-in-one ribbon and tape	All-in-one ribbon and tape	Separate ribbon and tape	Separate ribbon and tape	Separate ribbon and tape
Label materials	12 material types 90+ label parts	12 material types 90+ label parts	12 material types 110+ label parts	12 material types 90+ label parts	25 material types 250+ label parts	60+ material types 600+ label parts	60+ material types 600+ label parts	70 material types 600+ label parts
Maximum labels per day	100	100	250	100	500	750	750	1000
Applications	Wire and cable DataCom Electrical Lean / 5S General identification	Wire and cable DataCom Electrical Lean / 5S General identification	DataCom Electrical Wire and cable General identification	Laboratory General identification	Wire and cable Laboratory Electrical DataCom Lean / 5S	Rating and name plate DataCom Electrical Wire and cable Circuit board	Laboratory DataCom Electrical Wire and cable Maintenance and repair	Safety Lean / 5S Maintenance and repair Wire and cable Circuit board
Built-in wizards	Wire marker, terminal block, patch panel, custom length, fixed length, flag label, breaker box, banner landscape, portrait landscape	Wire wrap, terminal block, patch panel, flag label, breaker box, blank, vial, tube, slide, sleeve	Patch panel, wire marker, flag label, terminal block, desistrip, 66 block, 110 block, BIX block	Vial, custom length, fixed length, banner landscape, portrait landscape	Patch panel, wire marker, flag label, terminal block, desistrip, 66 block, 110 block, BIX block, vial	Breakerbox, patch panel, wire marker, flag label, terminal block, desistrip, 66 block, vial	—	Wire marker, flag label, terminal block, 110 block, 66 block, pipe marking, arrow tape, safety labels
Connectivity options	—	Bluetooth	USB	—	USB and optional Wi-Fi direct	USB and optional Wi-Fi	USB, Wi-Fi and Bluetooth	USB
Software compatibility	—	Express Labels Mobile App	Brady Workstation	—	Brady Workstation, Express Labels Mobile App	Brady Workstation, Express Labels Mobile App	Brady Workstation, Express Labels Mobile App	Brady Workstation
Print resolution	203 dpi	203 dpi	300 dpi	203 dpi	300 dpi	300 dpi	300 dpi	300 dpi
Barcode symbologies	Code 39, Code 128, DataMatrix, QR Codes	DataMatrix, QR Code, PDF417, Code 39, 39 Full ASCII, Code 93, Code 93 Full ASCII, 128, 128A, 128B, 128C, GS1-128, HIBC, Interleaved 2 of 5, UPC-A, UPC-E	Code 39, Code 128, Additional through software	Code 39, Code 128, DataMatrix, QR Codes	Code 39, Code 128, Additional through software	Code 39, Code 128, Additional through software	DataMatrix, QR Code, PDF417, Code 39, 39 Full ASCII, 128, 128A, 128B, 128C, GS1-128, HIBC, Interleaved 2 of 5, UPC-A, UPC-E	Code 39, Code 128, Additional through software
Onboard memory (MB)	2	—	48	2	48	256	256	200
Number of onboard symbols	193	1,400+	440	133	440	450	500+	500+
Print speed in./sec (mm / sec)	0.4 (10.2)	0.6 (15.2)	1.3 (33.0)	0.4 (10.2)	1.3 (33.0)	1.33 (33.8)	1.33 (33.8)	1.5 (38.1)
Maximum printed label length in. (mm)	99.9 (2537.5)	99.9 (2537.5)	39 (990.6)	99.9 (2537.5)	39 (990.6)	40 (1016.0)	40 (1016.0)	40 (1016.0)
Cutter type	Manual cutter	Auto cutter	Manual cutter	Manual cutter	Manual cutter	Manual cutter	Auto cutter	Manual cutter
Weight (lbs.)	1.66	1.20	2.85	1.66	3.18	3.20	3.52	5.42
Battery options	6 AA batteries Rechargeable Li-Ion battery AC adapter	Non-Removable Rechargeable Li-Ion battery	Rechargeable NiMH battery AC adapter	6 AA batteries Rechargeable Li-Ion battery AC adapter	8AA batteries Rechargeable Li-Ion battery AC adapter	Rechargeable NiMH battery	Non-removable Rechargeable Li-Ion battery	Rechargeable NiMH battery
Battery recharge time (hr.)	2.5	2.5	3	2.5	3	4	4.5	4
Available features for all printers	2-year warranty, back-lit screen, ability to rotate text, Print Smart Technology, which allows the printer, labels and software to all communicate with each other, making printer setup and label creation easier							



## We identify and protect people, products and places.

For more information or to learn more about our innovative  
products, visit [BradyID.com](https://BradyID.com) or call 1-888-272-3946.



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