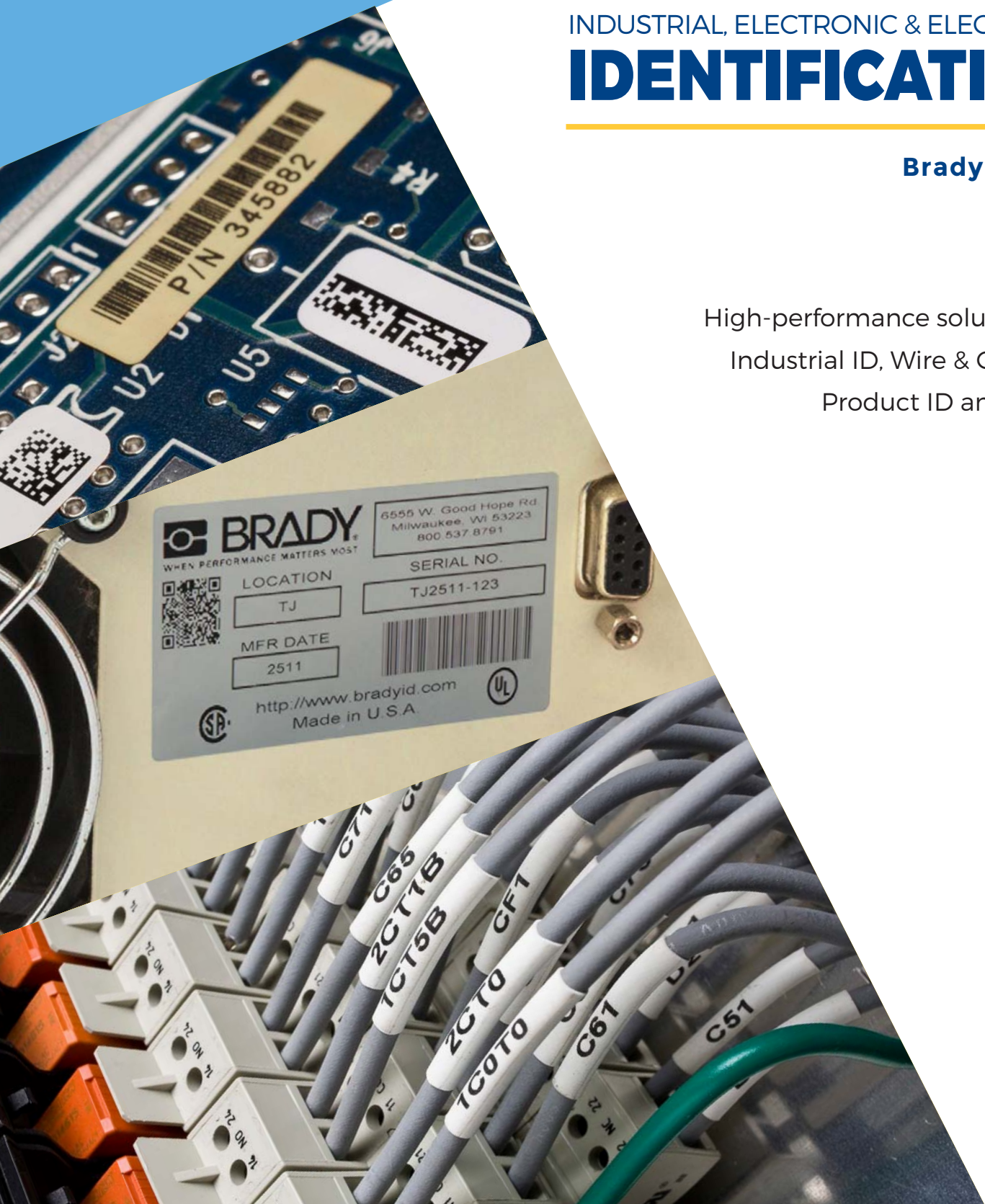


INDUSTRIAL, ELECTRONIC & ELECTRICAL
IDENTIFICATION

BradyID.com

High-performance solutions for
Industrial ID, Wire & Cable ID,
Product ID and more.



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.



Material Brands Guide

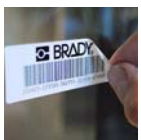
Brady's seven new brands of labels that are geared toward applications where high performance, durability, industry compliance, and adherence to specifications are requirements. The new product lines include Brady's popular label materials, which are grouped by their specific performance features –making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



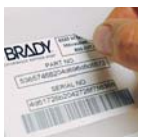
CleanLift™ Series

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.



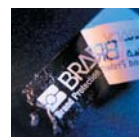
Defender™ Series

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.



MetaLabel™ Series

Metallized Labels

- METALLIC APPEARANCE — NAMEPLATE QUALITY
- RESISTANCE TO HARSH CHEMICALS AND ABRASION
- TRUE METAL FILMS FOR SPEC COMPLIANCE



Brady MetaLabel™ Series metallized labels provide a durable print-on-demand option for rating plate and asset tag applications for a desired metallic look. These labels offer superior resistance to harsh chemicals and heavy abrasion.



Brady MetaLabel™ Series label materials meet certain military, SAE and other specifications and are ideal for high quality/density barcode labels, asset identification and serial and rating plates requiring nameplate-like quality.



ToughBond™ Series

Aggressive Adhesive Labels

- UP TO 3X ADHESION VALUES
- FOR ROUGH OR OIL/GREASE COVERED SURFACES
- NO EXTENSIVE SURFACE PREP NEEDED



Brady ToughBond™ Series aggressive adhesive labels are engineered for the toughest and most demanding industrial surfaces without extensive cleaning or surface preparation. This label series offers permanent identification and outstanding adhesion that is up to three times higher than standard adhesives, making it ideal for rough, powder coated and low surface energy applications. Ideal for product and component identification, high-quality/density barcode labels, asset and inventory tracking, rating plates and general ID.



WorkHorse™ Series

Harsh Environment Labels

- ENGINEERED FOR THE HARSHTEST ENVIRONMENTS
- SURVIVES HARSH CHEMICALS, ABRASION AND TEMPERATURES
- BROAD RANGE OF APPLICATIONS



Brady WorkHorse™ Series harsh environment labels are custom engineered to meet the exacting needs of the harshest environments across many different applications. They are made of durable, heavy-duty materials with adhesives to keep the label adhered to smooth surfaces through exposure to harsh chemicals, abrasion and temperatures.

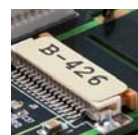
Available materials include: UL, cUL, and CSA recognized as well as RoHS and REACH compliant. This series is ideal for high quality/density barcoding, product and component identification, rating and serial plates, asset and inventory tracking and general identification.



UltraTemp™ Series

High Heat Labels

- SURVIVES HIGH HEAT (500°F) AND HARSH CHEMICALS
- PERFORMS IN REFLOW, WAVE SOLDER AND BOARD WASHING
- ESD AND AUTO-APPLY EQUIPMENT AVAILABLE



Brady UltraTemp™ High Heat Labels can withstand temperatures up to 500°F for 5 minutes along with powerful chemicals and cleaning processes used in PCB assembly, equipment and component manufacturing. These high heat label materials can improve your processes and reduce operating costs by identifying products throughout the entire manufacturing process.

Brady UltraTemp™ Series label materials are rigorously tested for heat, chemical and abrasion resistance to ensure optimal performance in reflow, wave solder and board washing processes. Available in a variety of options, including anti-static and auto-apply equipment labels, this series is ideal for printed circuit board identification or any high heat applications.



VisAlert™ Series

Indicating Labels

- IMMEDIATE VISUAL INDICATION OF WATER OR HEAT EXPOSURE
- CONTINUALLY MONITOR PRODUCT, COMPONENTS OR EQUIPMENT
- VARIOUS RANGES AND DESIGNS



Brady VisAlert™ Series Indicating labels are designed to provide immediate visual indication of water or heat exposure. Water indicating labels change from white to bright red when exposed to water, without triggering false positives. Temperature indicating labels offer continuous monitoring and records a permanent, irreversible reading for the highest temperature attained.

These labels can prevent frequent breakdowns and shortened equipment life due to overuse or exposure to harmful elements as well as prevent fraud or product misuse. Ideal for motors, gear boxes, electrical equipment and product or component monitoring.



Material Brands & Attributes Guide

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Product Performance Icons

Brady's implementation of a series of attribute icons provides customers with at-a-glance information on performance attributes for each of the label materials. Watch for these icons to help you easily identify product performance features that fit your needs.



Abrasion Resistance

- Resistance proven with testing on Taber Abraser equipment with CS10 grinding wheels and weighted arms. Print is still legible after 100 cycles.



Ultra-Aggressive Adhesion

- Measures the force required to remove tape from the surface with a 180° peel and a constant rate of 12 inch/min. Meets an adhesion rate of at least 155 oz/in.



Solvent/Chemical Resistance

- Resistance proven with MEK / Acetone / Toluene / Xylene Immersion Test
- 5 cycles of 10 min immersions followed by rub test with cotton swab. No visible effect or print removal.



Outdoor Durability

- Favorable UV & weatherability testing equating to 3 years or greater outdoor durability.



Fuel/Oil Resistance

- Resistance proven with Immersion Test in Gasoline, Break Fluid, SAE 30wt Oil, JP-8 Jet Fuel, MIL-H- 5606 Oil.
- 5 cycles of 10 minute immersions followed by rub test with cotton swab. No visible effect or slight print removal.



Removable

- Indicates material can be removed cleanly with no adhesive residue left on surface.



High Heat Resistance

- Resistance to 212°F (100°C). Labels subjected to a range of temperatures for 30 days or 1000 hours. No visible effect or label still functional.



Tamper-Indicating

- Materials indicate tampering through a visible fractured label or footprint.



Low Temperature Resistance

- Labels subjected to -40°C, -70°C or -80°C for 30 days or 1000 hours. No visible effect or label still functional.



Electrostatic Dissipative

- Material has surface resistivity values in the recommended range for Dissipative ESD Packaging Materials.



Self-Extinguishing Anti-Flammability

- Flammability average burn time = <30 seconds Flame spread index of 0



Water-Indicating

- Indicates presence of liquid



View The Technical Data Sheets

Brady offers online access to Technical Data Sheets for all Brady materials. View by a specific B-Number or search by relevant keywords.

Visit BradyID.com/techdata for more information.



Material Brands & Attributes Guide

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Material Brands & Attributes



WorkHorse™
Labels



MetaLabel™
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ToughBond™
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Defender™
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Series

| | WorkHorse™ Labels | MetaLabel™ Series | ToughBond™ Series | Defender™ Series | CleanLift™ Series | UltraTemp™ Series |
|-----------------------------|----------------------|----------------------|----------------------|---------------------|----------------------|----------------------|
| Abrasion Resistance | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Electrostatic Dissipative | ✓ | - | - | - | - | ✓ |
| Fuel/Oil Resistance | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| High Heat Resistance | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Low Temperature Resistance | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Removable | - | - | - | - | ✓ | - |
| Solvent/Chemical Resistance | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tamper-Indicating | - | - | - | ✓ | - | - |
| Ultra-Aggressive Adhesive | - | ✓ | ✓ | - | - | - |

Recommended Material Applications



WorkHorse™
Labels



MetaLabel™
Series



ToughBond™
Series



Defender™
Series



CleanLift™
Series



UltraTemp™
Series

| | WorkHorse™ Labels | MetaLabel™ Series | ToughBond™ Series | Defender™ Series | CleanLift™ Series | UltraTemp™ Series |
|-------------------------------------|----------------------|----------------------|----------------------|---------------------|----------------------|----------------------|
| UL / CSA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Component / Equipment ID | ✓ | ✓ | ✓ | ✓ | ✓ | - |
| Barcode /Data-Coding | ✓ | ✓ | ✓ | - | ✓ | ✓ |
| Inventory Tracking | ✓ | - | ✓ | - | ✓ | - |
| Asset Tracking | ✓ | ✓ | ✓ | ✓ | ✓ | - |
| Rating Plate | ✓ | ✓ | ✓ | - | ✓ | - |
| General ID | ✓ | - | ✓ | - | ✓ | - |
| Over-laminate | ✓ | - | ✓ | - | ✓ | - |
| Circuit Board ID / High Temperature | ✓ | - | - | - | ✓ | ✓ |
| Tamper Indicating | - | - | - | ✓ | - | - |
| DoD UID | - | - | ✓ | - | - | ✓ |

THT Label Materials

Material Brands & Attributes Guide