



BMP[®]71 LABEL PRINTER



BMP71 Label Printer

With more than 400 different label options, the **NEW BMP71 Portable Label Printer** is Brady's most versatile portable printer. This easy-to-use labeler can help you cut material waste, save label making time, and print crisp labels more efficiently than ever before.

The BMP71 labeler can print on more than 30 types of label materials - including PermaSleeve[™] wire markers, indoor/outdoor vinyl, polyester die-cut labels, flag labels, self-laminating wire markers, raised panel labels, and more. Whether you need 1/4" self-laminating wire marker labels or 2" wide vinyl pipe marker labels, this portable label printer can do it all.

▶ **One smart, fast printer**

- Portable, industrial, rugged 300 dpi thermal transfer printer with large handle
- Prints 1.5" per second
- QWERTY style keypad layout
- Built in touch cell in labels and ribbons allows printer to automatically format label
- Stand alone and PC compatible
- Use with Brady LabelMark label design software
- Use with Brady MarkWare Express sign and label design software
- Sleep mode when not in use
- Rechargeable battery. AC power/battery charger available

▶ **Large, graphical, full color display with on screen indicators**

- Installed label part
- Label size and color
- Label and area status
- Current font size and rotation
- Amount of material remaining
- Remaining battery charge

▶ **Built-in wizards and other features for easy label creation**

- Built-in wizards for electrical, datacomm, and general id labels
- Bar code symbologies, serialization and over 500 graphics
- Time/date stamp
- Store, retrieve and delete label files - save more than 100,000 label files!
- Batch label printing or print multiple copies of one label
- Create labels with multiple areas
- Print multiple copies of your label file

▶ **Wide variety of label materials**

- Choose from 30 different materials types, including PermaSleeve[™] heat-shrink sleeves, self-laminating labels, raised panel labels and more
- Prints on over 400 continuous and die-cut label materials
- Prints labels up to 2" wide on continuous label materials
- Easy to load supplies

Competitive Positioning



	Brady® BMP™71 Label Printer	HellermannTyton Spirit® 2100	Panduit® Viper™ LS6
List Price	\$895.00	\$ 675.00-\$795.00	\$970.00 (Discontinued)
Targeted Markets / Applications *	Electrical , Voice/DataComm Small OEM Manufacturing Facility, Safety, Maintenance Lean / Visual Workplace Material Handling Laboratories	Datacomm Electrical	Electrical
Max Lines Per Label *	25	3	4
Size	12.00" L x 9.50" W x 4.50" H	12.00" L x 3.50 W" x 4.00" H	13.80" L x 4.90" W x 6.20" H
Weight (Printer + Matl's + Batt.)	4.9 lbs (printer only) 5.64 lbs (w/battery) 6.25 lbs (w/battery, labels, ribbon)	2.76 lbs	4.8 lbs
Keyboard type	Soft - Rubber	Soft - Rubber	Soft - Rubber
Keypad layout	QWERTY	ABC	ABC
Cutter	Manual	Manual	Manual
Display *	3.50" Color TFT 320 x 240 pixels	2.00" x 1.50" LCD	3.00" x 1.50" LCD
Built-In Formatting/ Modes (Electrical, Datacomm, Safety) *	Auto Font sizing (4-174 pts) Rotate Text Mirror Fixed Length Wire Marker Text repeat Symbols (Over 360) Reverse Framing Horizontal and Vertical Printing Bold, Italic Underline, Expand/Condense Time and Date Stamping Other templates/wizards (Electrical, Datacomm, Safety)	Wire Marker Some Symbols Horizontal Only Printing	36 symbols Mirror Rotate Text Fixed Length Horizontal Only Time and Date Stamping
Print Technology	Thermal Transfer	Thermal Transfer	Thermal Transfer

APPLICATIONS



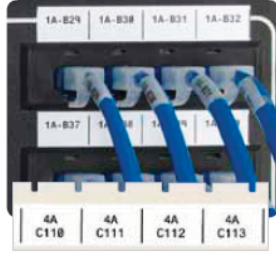
BMP[®]71 LABEL PRINTER

- ▶ CREATE GENERAL LABELS
- ▶ CREATE ELECTRICAL LABELS
- ▶ CREATE SAFETY LABELS
- ▶ CREATE VOICE/DATACOMM LABELS

Security ID



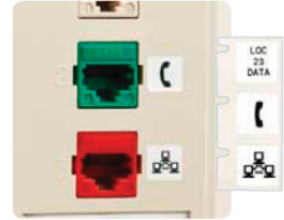
Patch Panel ID



Electrical Panel ID



Face Plate ID



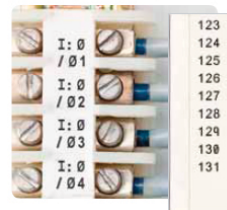
Wire & Cable Self-Laminating Labels



Wire & Cable Sleeves



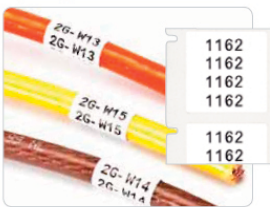
Terminal Block Markers



Tag Printing



Wire & Cable Wrap Around Labels



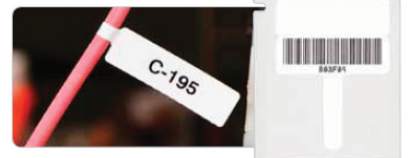
Logistics Labelling



Desi-Strip Inserts



Flag Labels



Safety Identification



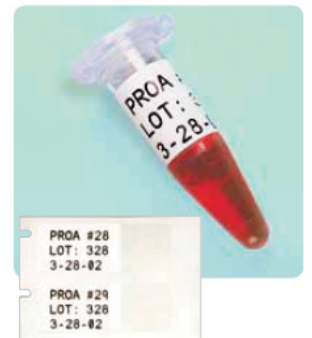
Pipe Marking



Asset ID



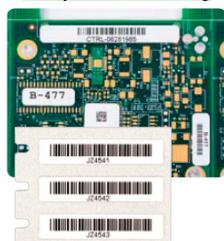
Laboratory ID



Information Signs



Circuit Board & Component Labelling



Industrial Barcode Labelling



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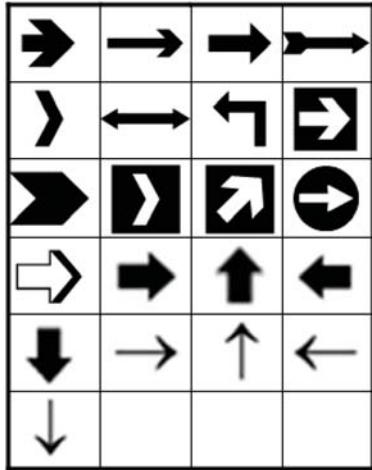


Brady Mobile Printer

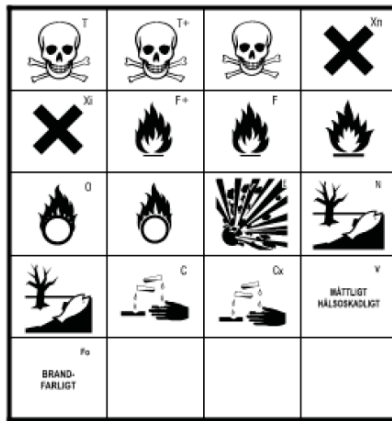
- ▶ Thousand Application
- ▶ Hundred Labels
- ▶ One Printer

Signs n Symbols

Arrows



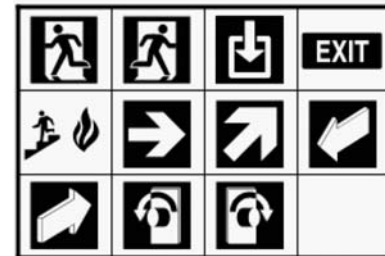
HSID



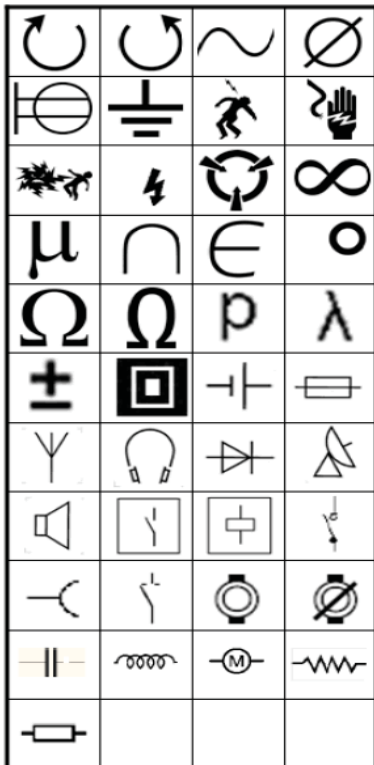
Fire Safety



Exit



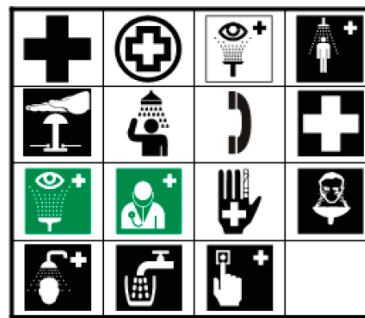
Electrical



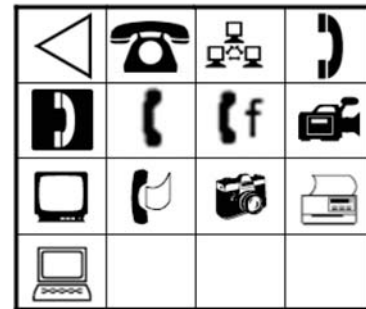
Mandatory



First Aid



DataComm



Packaging



Personal Protective Equipment (PPE)

