

Product & Wire Identification Benchtop Printer Comparison Guide

Once you know which label material you need for your next design, the next step is finding the right printer to create quality labels on-demand. Brady has a variety of high-performance, reliable printers to choose from.



BBP®12 Label Printer
(300 dpi)



BBP®33 Label Printer
(300 dpi)



IP Printer
(300 dpi) / (600 dpi)



BradyPrinter i7100
(300 dpi) / (600 dpi)



BBP®72 Printer
(300 dpi)



Wraprotor A6500
(300 dpi)

Printer Overview

0.8" – 4" wide entry-level clamshell-style desktop THT printer for lower volume general industrial labeling with a small footprint and economical price point. Printer uses 1" small core THT rolls in-printer or larger 3" core THT rolls externally fed.

0.5" – 4" wide THT printer for mid-to-low volume labeling and 20 sec. supply changeovers, no label waste, and no calibration! For lab ID, wire ID, electronics & product ID, general industrial ID, GHS labeling and facility & safety ID.

1" – 4" wide THT printer featuring sensors that reduce label waste and automatically apply best printer settings when using IP-enabled supplies. For product ID, electronics ID, wire & cable ID, general industrial ID and lab labels. Uses 3" core labels.

0.4" – 4" production line THT printer that features high print accuracy and clarity, even on difficult-to-print materials, and an easy-to-use interface. Ideal for electronics ID, product & wire ID, component labeling and general industrial ID.

Specialty THT printer for printing double-sided wire ID sleeves. Can also be used to print two sides of other types of materials like tag stock if appropriate materials are used.

Specialty THT system prints then applies adhesive labels to wires and cables making labeling faster and easier. Improves production flow and reduces labor costs.

Output & Design Software (Sold Separately)

1000 labels/day
5 days/week

3000 labels/day
5 days/week

5000 labels/day
5 days/week

7000+ labels/day
7 days/week

7000+ labels/day
7 days/week

7000+ labels/day
7 days/week

LabelMark, CodeSoft, 3rd party Windows® based software, direct-to-database scripting

LabelMark, CodeSoft, Brady WorkStation, limited direct-to-database scripting

LabelMark, CodeSoft, 3rd party Windows® based software, direct-to-database scripting

Brady Workstation & Workstation apps, Brady LabelMark Software (v6.0.5.9 or higher)

LabelMark, CodeSoft, 3rd party Windows® based software, direct-to-database scripting

Brady Workstation, LabelMark

Compatible Label & Ribbon Supplies

19 materials
142 stock parts - 1" core
1000+ stock parts - 3" core (external fed). Custom available

40 materials
430 stock parts (wire & product ID)
220 stock parts (safety facility ID)
Custom available (product & wire ID)

76+ materials
2000 stock parts - 3" core
Custom parts available

76+ materials
2400 stock parts - 3" core
Custom parts available

5+ materials
150+ stock parts-Double-side
225+ stock parts-Single-side
Custom parts available

3 materials
17 stock parts
Custom parts available

Ribbon: loose roll, thread-thru
Labels: loose 1" open core roll (or 3" core external-fed)

Ribbon: snap-in cartridge
Labels: drop-in cartridge
20-second complete changeover

Ribbon: loose roll, thread-thru IP-enabled ribbon
Labels: loose 3" open core roll

Ribbon: loose 1" open core roll, thread-thru
Labels: loose 1" - 3" open core roll

Ribbon: loose 1" open core roll, thread-thru
Labels: loose 3" open core roll

Ribbon: loose 1" open core roll, thread-thru
Labels: cartridge, thread-thru



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Top Applications

General Industrial ID
Product ID
Lab ID
Limited Wire ID

Lab ID
Product ID
Wire ID
Datacomm ID
Safety & Facility ID

Product ID
Electronics & Circuit Board ID
Wire Cable & Panel ID
Datacomm ID
Logistics/Warehouse ID
Lab ID

Wire Cable & Panel ID
Product ID
Electronics & Circuit Board ID
Datacomm ID
Logistics/Warehouse ID
Raised Panel Push Buttons
Nomex® tags

Double-Sided Heat
Shrink Wire Sleeves

Adhesive Wire ID
(B-427, B-499, Tedlar®)

