BRADY
WHEN PERFORMANCE MATTERS MOST™

Brady Portable Printer Range for Wire & Cable Identification

Brady portable label printers are designed to help you create labels and wire markers faster and more efficiently. Light-weight and easy-to-use, these thermal transfer label printers can be taken with you in the field, on the job site, or in your toolbox. With a rugged design and industrial-strength durability, these printers, and their label materials, are built for the toughest working environments. For on-the-spot labelling in telecom, datacom and electrical workplaces, nothing beats the versatility and durability of a Brady portable label printer.

Features	BMP™21-PLUS	BMP™41	BMP™51 and BMP™53	BMP™71
Printer type	Hand-held printer	Hand-held printer	Portable printer	Portable printer
Keyboard	ABC	QWERTY	QWERTY keyboard (BMP51) Peripheral only (BMP53)	QWERTY, AZERTY, QWERTZ, CYRILLIC
Display	Backlit LCD display with on screen indicators	Large backlit LCD display	Large backlit LCD display	Large colour LCD display with on screen indicators
Label cutter	Cutter with label retention	Built-in cutter	Built-in cutter	Durable, self-cleaning cutter
Power	6 AA's, AC Power, Li-ion rechargeable battery	AC Power, rechargeable NiMH battery	AA batteries, AC power, rechargeable Lithium ion battery	Rechargeable battery, AC power/battery charger
Connectivity	Stand-alone use	Stand-alone use PC Connectivity via USB	Stand-alone use PC connectivity via USB, Wifi, LAN Print your labels wirelessly from your Android smartphone or tablet via Bluetooth®	Stand-alone use PC connectivity via USB
Software	–	LabelMark™ Label Design Software	LabelMark™ Label Design Software Electrical and datacom apps for Android smartphone or tablet	LabelMark™ Label Design Software
Resolution	203 dpi	300 dpi	300 dpi	300 dpi
Storage	Label storage memory	Label storage memory	Label storage memory	Label storage memory
Data serialization	Alphanumeric	Multiple & Linked	Multiple & Linked	Multiple & Linked
Language support	8 languages: Dutch, English, French, German, Italian, Spanish, Portuguese, Russian	11 languages: Danish, Dutch, English, Finnish, French, German, Italtian, Norwegian, Portuguese, Spanish, Swedish	11 languages: Danish, Dutch, English, Finnish, French, German, Italian, Norwegian, Portuguese, Spanish, Swedish	19 languages: Bulgarian, Czech, Danish, Dutch, English, Finnish, French, German, Hungarian, Italian, Norwegian, Polish, Portuguese, Romanian, Russian, Slovak, Slovenian, Spanish, Swedish
Material parts	60+ standard parts: continuous tapes	100+ high quality, durable materials available	190+ high quality, durable materials available	400+ high quality, durable materials available
Material formats	Continuous labels in cartridge	Continuous and die-cut labels in cartridge	Continuous and die-cut labels in cartridge	Continuous and die-cut labels Custom made labels Roll / bulk labels
Label width	Up to 19 mm	Up to 25 mm	Up to 38 mm	Up to 50 mm
Symbols	104 symbols included Barcoding: code 39 + code 128	450 symbols included Barcoding: code 39 + code 128, others via software	450 symbols included Barcoding: code 39 + code 128, others via the software	500+ symbols included Barcoding: code 39 + code 128, others via the software
Warranty	2 years	2 years	1 year	1 year
Recommended labels per day	75	250	500 for BMP51 and 250 for BMP53	1,000

All Brady portable printers and materials are equipped with SmartCell Technology, which allows the printer to recognise the loaded material (material type, size, colour) and automatically format your label, so that there is no guess work, no mistakes and no wastage.

Portable Printer Selection Guide

Selecting the best printer for your labelling requirements depends on a number of factors. Consider the following to help you choose the printer that best meets your needs: your application, best suited materials, label types and dimensions and colours.

Selection criteria	BMP™21-PLUS	BMP™41	BMP™51 and BMP™53	BMP™71
Application	Bin & Shelf Identification Lean Identification Patch Panel Marking Rating Plates Terminal Block Marking Wire & Cable Marking General & Industrial Marking Voice & Data Communication	Wire marking Terminal block Patch panel Fuse box Flags 66-block Desi-strip	Wire marking Terminal block Patch panel Flags 66-block Desi-strip	Wire marking Terminal block Patch panel Flags 66-block Desi-strip 110-block Bix block
Label type & material	PermaSleeve Indoor/outdoor vinyl tape Self-laminating wrap around Vinyl cloth wrap around Polyester tape	Flag Punch block Patch panel Faceplate Self-laminating wrap around Electrical component marker PermaSleeve Wrap around Terminal Block Electrical Panel Rating plates Indoor/outdoor vinyl	Cable flags P/T flags Punch block Patch panel Faceplate Self-laminating wrap around Electrical component marker PermaSleeve Wrap around Terminal block Electrical panel Tamper-resistant Rating plates Indoor/outdoor vinyl	Faceplate Self-laminating wrap around Electrical component marker PermaSleeve Wrap around Terminal block Electrical panel Tamper-resistant Rating plates Indoor/outdoor vinyl Repositionable vinyl Reflective vinyl Inserts on rigid material for carriers Rapido wire marker Cable marker tags in various materials Electrical panel ID with EPREP
Label dimensions	**Continuous:** Width: 6.35, 9.52, 12.7, 19.0 mm Length: 2.1, 4.3, 4.9, 6.4 metre	**Continuous:** Width: from 6 to 25 mm Length: 2.1, 4.9, 6.1 or 7.6 metre Print length: 970 mm **Die-cut:** Width: from 6 to 25 mm Height: from 6 to 101 mm	**Continuous:** Width: from 6 to 38 mm Length: 2.1, 6.1 or 7.6 metre Print length: 970 mm **Die-cut:** Width: from 6 to 38 mm Height: from 6 to 152 mm	**Continuous:** Width: from 9 to 50 mm Length: from 9 to 91 metre Print length: up to 1016 mm **Die-cut:** Width: from 6 to 50 mm Height: from 6 to 152 mm **Custom made & bulk labels possible**
Label colours	White, Yellow, Clear, Blue, Green, Orange, Red, Purple, Brown, Grey, White on Clear, White	White, White, Yellow, Clear, Blue, Green, Orange, Red, Red, Black, Silver	White, White, Yellow, Clear, Blue, Green, Green, Orange, Red, Red, Black, Silver	White, Yellow, Clear, Blue, Green, Orange, Black, Silver, Brown, Gold, Tan, Ochre, Red, Magenta, Pink, Purple, Light Blue, Sky Blue **Custom made colours possible**
Why Choose?	• An entry level portable label printer for on the job labelling in industrial environments. • Compact size and easy to carry printer, to be held and operated by one hand. • High quality, most commonly used continuous materials up to 19 mm wide.	• A mid range portable label printer for on the job labelling in industrial environments. • Cost effective labelling solution, one device for all labelling jobs. • Easy to use and easy to carry, with all the latest features for printing on the go (e.g. large display, fast print speed, label retaining cutter, USB connectivity) • A large variety of high quality continuous and die-cut materials up to 25 mm wide.	• A powerful portable printer for on the job labelling in industrial environments. • Easy to use and easy to carry, with all the latest features for printing on the go (e.g. large display, fast print speed) • Extensive connectivity and networking options: optional wifi for wireless printing, built-in Bluetooth® technology and simple to use label design apps for wireless printing from your Android smartphone or tablet. • A large variety of high quality continuous and die-cut materials up to 38 mm wide.	• The most versatile portable printer for on the job labelling in industrial environments. • Ease of use and optimal efficiency, helps you reduce material waste, save label making time, and print crisp labels more efficiently. • The largest variety of high quality continuous and die-cut materials in various types and sizes, and an option to have custom materials created. Up to 50 mm wide.

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