



THE WORLD'S MOST TRUSTED LABELERS

Brady Portable Printers

Portable is now **MORE POWERFUL**

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.



GET THE JOB DONE RIGHT on any jobsite

Contractor series

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



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 jobsite, 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.



M511 Label Printer

Work the way you need to with bigger messages and edge-to-edge printing. Design and print from a phone, tablet or PC, connecting up to 5 devices at a time.

Flex series

Get the speed, versatility and durability you need to get the job done right. Create premium labels from purpose-built materials, plus connect to your work anywhere, anytime.



M610 Label Printer

Get the durability your work demands. Do more with enhanced capabilities like Bluetooth connectivity, military-grade shock resistance, below-freezing operating temps and the widest range of data entry options. Plus, print up to 4,500 labels on a full charge.



M611 Label Printer

Get more flexibility in the field. Design. Preview. Print. Any way you choose. Store more than 1,000 labels on board, access files easier and print multiple ways. Modernize workflows by creating labels in the office and sharing to the field, printing anywhere, anytime.



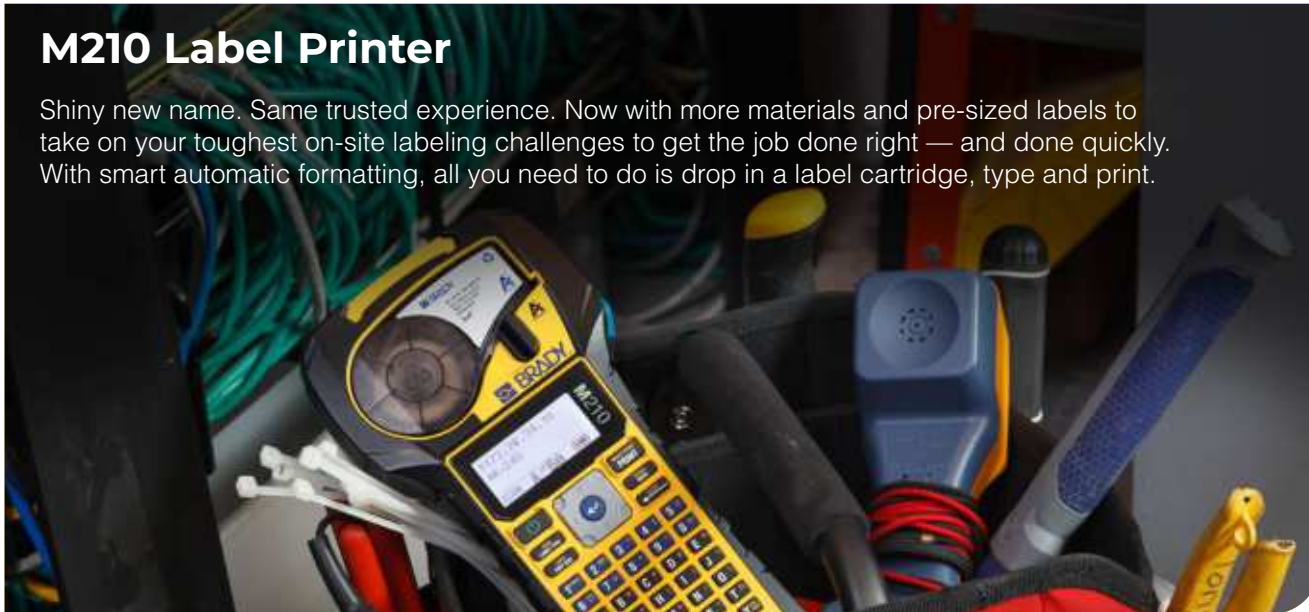
M710 Label Printer

More speed. Less mess. It's our fastest, most advanced printer yet. Print 3" per second. Auto-cut labels. Print 4,500 labels on a full charge. Use one device for 100's of applications, printing on the toughest materials around.

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 jobsites
- 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 jobsite.



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

Available kits

Printer with accessory kit

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 a 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

- Quickly create labels 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 own workspace, and its efficiency. From labeling lab samples to identifying wires in a control panel, your work requires tools that fit into your space, not the other way around.

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 into 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 prints more labels each day on more parts, including pre-sized labels. 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

M511 Label Printer

Bigger messages. Better connections. With edge-to-edge printing and on-demand labeling, get work done faster — right where your work demands — from a phone, tablet or PC. Ideal for bold safety messages or for ID that's text-heavy. Maximize every minute by connecting up to 5 users at once.



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

- Design and print 1.5" labels with a phone or PC software
- Eliminate label waste with edge-to-edge printing
- Connect up to 5 users simultaneously via Bluetooth
- Print sharp, crisp 1D/2D barcodes, text and graphics
- Printer resists 6' drops, 250-pound crushes and has military-grade shock resistance
- Maximize workspace using the 2.5 lb. printer on its side or standing up
- Work longer (8+ hours) with an internal Li-ION battery
- Save time and keep work area tidy with an Auto Label Cutter

Label output

Speed: Prints 1,000 labels / day at 1.33 inches (33.7 mm) per second

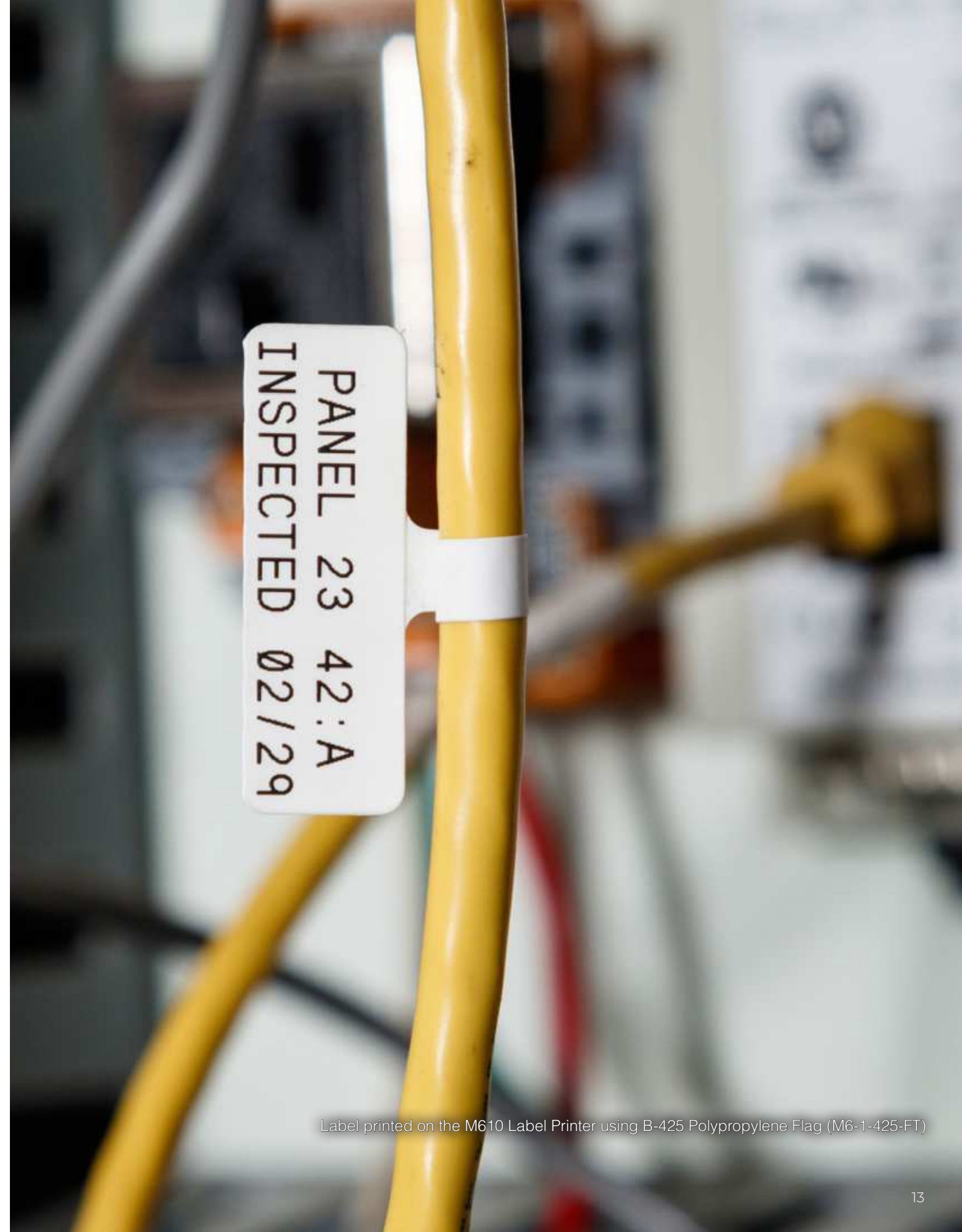
Quality: 300 dpi print resolution

Optional accessories

- AC Adapter
- Power Brick
- Hard Case
- Soft Case
- Magnet
- Utility Hook

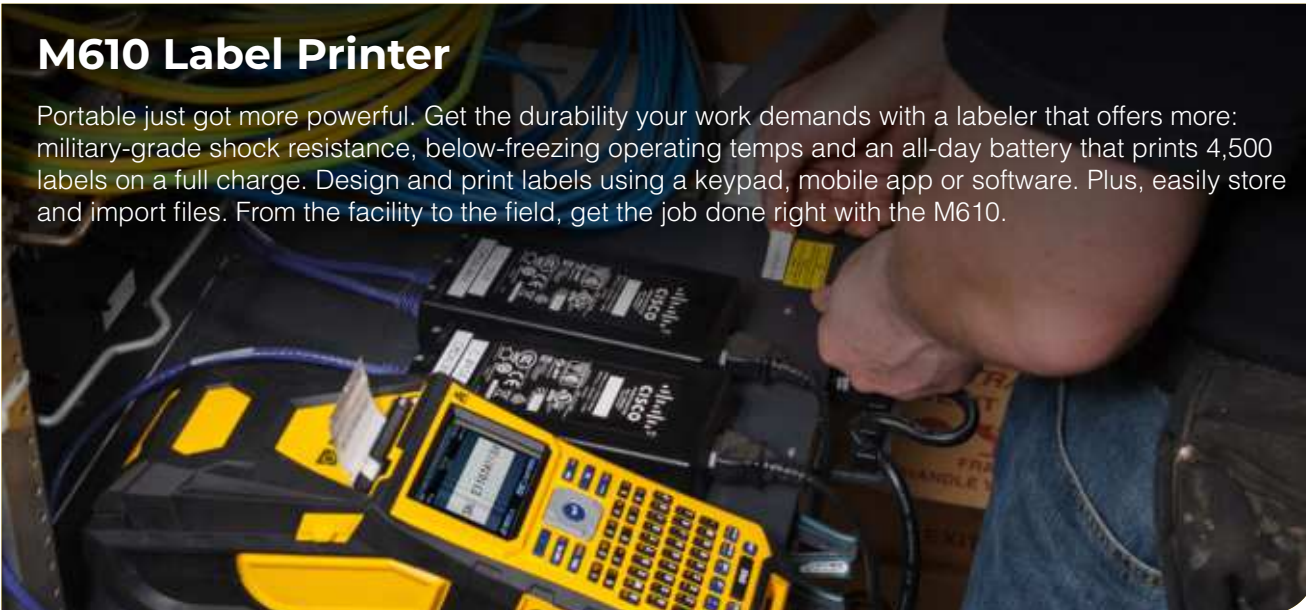
Available kits

Printer with accessory kit



Label printed on the M610 Label Printer using B-425 Polypropylene Flag (M6-1-425-FT)

Get the job done right with more speed, versatility and durability than ever before. Work all day on a single charge with advanced battery technology. Import files or create and store them on board. Enjoy the freedom to print anywhere, any time.



M610 Label Printer

Portable just got more powerful. Get the durability your work demands with a labeler that offers more: military-grade shock resistance, below-freezing operating temps and an all-day battery that prints 4,500 labels on a full charge. Design and print labels using a keypad, mobile app or software. Plus, easily store and import files. From the facility to the field, get the job done right with the M610.



M611 Label Printer

Get more flexibility in the field with the M611. With a compact design and big capabilities, store more than 1,000 labels on board, then print them on a single charge. Share label files. Import data. Design and print your way anytime, anywhere using Bluetooth or Wi-Fi. With a phone, tablet or computer, create labels with 100's of purpose-built materials. Get the job done right with the M611.

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

- Design and print labels using a keypad or desktop software
- Work longer with an enhanced Gen3 Li-ION battery – print 4,500 labels on a full charge
- Easily import and export label files, lists and graphics to the printer through USB 2.0 port (Type A and B) or USB flash drive
- Get added durability with a printer that withstands 6' drops and has military grade shock resistance
- Operate your printer in 0°-115°F temperatures
- 800+ label options across 50 high-performance materials
- Bluetooth option available

Label output

Speed: Prints up to 4,500 labels / day at 2.0 inches (50.8 mm) per second

Quality: 300 dpi print resolution

Optional accessories

- Hard and soft carrying cases to protect your label printer and keep accessories organized
- Attachable magnet for hands-free label creation
- Rechargeable Li-ION Battery Pack
- AC Adapter/Battery Charger powers the M610 and charges the battery pack
- Magnet to attach printer to magnetic-receptive surfaces
- Cleaning Kit to keep your printer free from dust and dirt

Available kits

Printer kits with accessories, contractor and facility identification kits

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, flag labels, cable markers, 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

- Create and print up to 2" width labels
- Print labels at 2" per second print speed
- Design, preview and print any way you choose: from your phone, tablet, or computer
- Store more than 1,000 labels on the printer, then print at the jobsite
- Create and share label files to print from anywhere using Bluetooth or Wi-Fi
- Features a compact and lightweight design
- 800+ label options across 50 high-performance materials
- Allows connectivity for up to 5 users via Bluetooth

Label output

Speed: Prints up to 2,500 labels / day at 2.0 inches (50.8mm) per second

Quality: 300 dpi print resolution

Optional accessories

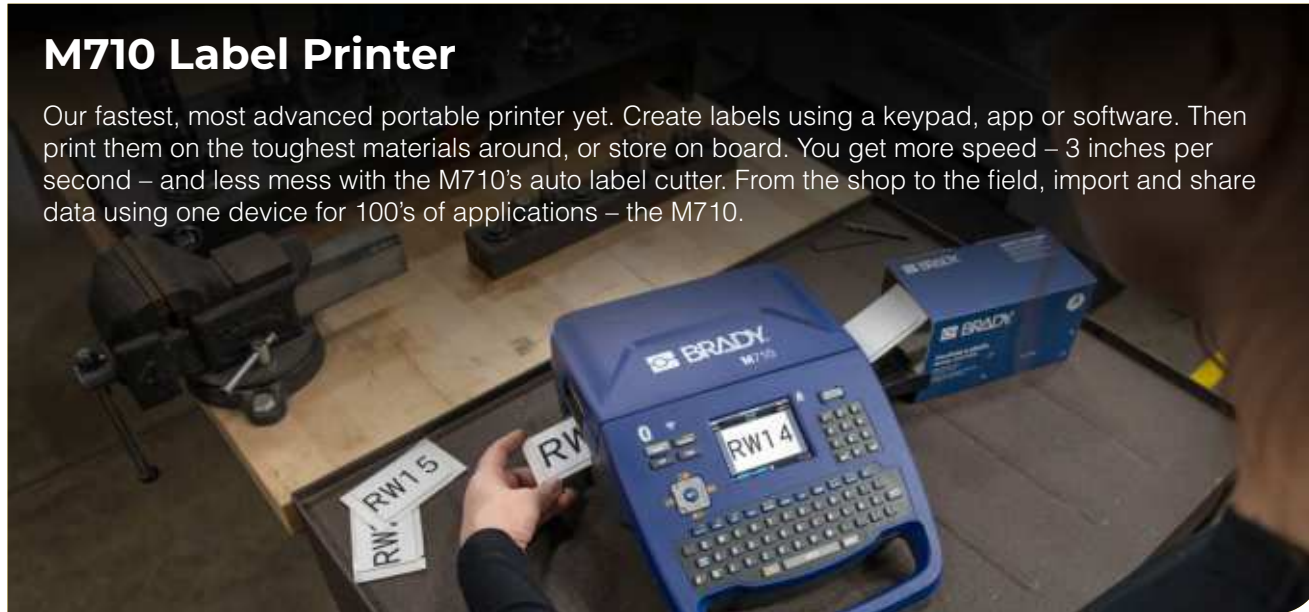
- Hard and soft carrying cases to protect your label printer and keep accessories organized
- Attachable magnet for hands-free label creation
- Wearable sling pack keeps your hands free so you can keep moving through your work
- AC Adapter/Battery Charger powers the M611 and charges the battery pack
- Cleaning Kit to keep your printer free from dust and dirt

Available kits

Contractor, facility identification, and laboratory kits

M710 Label Printer

Our fastest, most advanced portable printer yet. Create labels using a keypad, app or software. Then print them on the toughest materials around, or store on board. You get more speed – 3 inches per second – and less mess with the M710's auto label cutter. From the shop to the field, import and share data using one device for 100's of applications – the M710.

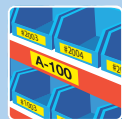


Top applications



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

- Get lightning-fast print speeds: 3" per second, plus cut labels automatically
- Work longer – print 4,500 labels on a full battery charge
- Enjoy more durability with a printer that withstands 4' drops, blowing sand and dust
- Get more work done using a keypad or software to print labels
- Print what you need, how you need – text, barcodes, shapes and images using a keypad or software
- Get shop-to-field flexibility with label saving, sharing and data imports
- 1300+ label options across 50 high-performance materials
- Bluetooth and Wi-Fi option available

Label output

Speed: Prints up to 4,500 labels / day at 3 inches (76.2 mm) per second

Quality: 300 dpi print resolution

Optional accessories

- Hard and soft carrying cases to protect your label printer and keep accessories organized
- USB-C to USB Type A Cord to quickly transfer label files from a computer to your printer
- Rechargeable Li-ION Battery Pack
- AC Adapter/Battery Charger powers the M710 and charges the battery pack
- Cleaning Cards and Media Adapter

Available kits

Printer kits with accessories, contractor and facility identification kits



Label printed on the M611 using B-494 color polyester (M6-98-494-YL)

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 functions that matter most to you.

	CONTRACTOR SERIES			WORKSPACE SERIES		
	M210	M211	BMP®41	M210-LAB	BMP®51	M511
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 (6.4) - 1.50 (38.1)
Label types	Continuous and pre-sized	Continuous and pre-sized	Continuous and pre-sized	Continuous and pre-sized	Continuous and pre-sized	Continuous and pre-sized
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	All-in-one 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	26 material types 250+ label parts	26 material types 250+ label parts
Maximum labels per day	100	100	250	100	500	1,000
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	Laboratory Component & Equipment Wire and cable DataCom Electrical Lean / 5S General Identification Safety and Facility Construction
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	Wire wrap, terminal block, patch panel, flag label, breaker box, blank, vial, tube, slide, sleeve
Connectivity options	—	Bluetooth	USB	—	USB and optional Wi-Fi direct	Bluetooth 5 Low Energy, USB
Software compatibility	—	Express Labels Mobile App	Brady Workstation	—	Brady Workstation, Express Labels Mobile App	Express Labels Mobile App, Brady Workstation, Window-based driver
Print resolution	203 dpi	203 dpi	300 dpi	203 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	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
Onboard memory (MB)	2	—	48	2	48	—
Number of onboard symbols	193	1,400+	440	133	440	Determined by software
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 (33.78)
Maximum printed label length in. (mm)	99.9 (2537.5)	99.9 (2537.5)	39 (990.6)	99.9 (2537.5)	39 (990.6)	39 (990.6)
Cutter type	Manual cutter	Auto cutter	Manual cutter	Manual cutter	Manual cutter	Auto cutter
Weight (lbs.)	1.66	1.20	2.85	1.66	3.18	2.3
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	Non-Removable Rechargeable Li-ION battery
Battery recharge time (hr.)	2.5	2.5	3	2.5	3	2.5
Available features for all printers	2-year warranty, back-lit screen, ability to rotate text, plus Brady Print Technology which allows labels and software to communicate with each other for easier printer setup and label creation					

FLEX SERIES		
M610	M611	M710
\$\$\$	\$\$\$	\$\$\$
0.25 (6.40) - 2.0 (50.8)	0.235 (6.40) - 2.0 (50.8)	0.25 (6.35) - 2.0 (50.8)
Continuous, pre-sized, custom and bulk	Continuous, pre-sized, custom and bulk	Continuous, pre-sized, custom and bulk
Separate ribbon and tape	Separate ribbon and tape	Separate ribbon and tape
50+ material types 900+ label parts	50+ material types 900+ label parts	60+ material types 1400+ label parts
750	750	1000
Asset Tracking Circuit Board Labeling Data and Telecommunications Labeling Electrical Labeling General Identification Wire and Cable Labeling Facility Identification Safety Identification	Asset Tracking Circuit Board Labeling Component and Equipment Labeling Data and Telecommunications Labeling Electrical Labeling General Identification Labeling Electrical Labeling General Identification Wire and Cable Labeling Facility Identification Safety Identification*	Circuit Board Labeling Datacom and Telecommunications Labeling Electrical Labeling General Identification Inspection Repair Lean / 5S Pipe Marker Rating & Name Plates Safety Identification Wire and Cable Labeling
66 Block, Breaker Box, DesiStrip, Flags, General, Patch Panel, Terminal Block, Wire Wrap	—	Pipe Marker, Wire Wrap, Arrow Tape, Breaker Box, DesiStrip, Face Plate, Flags, Patch Panel, Terminal Block, Vial, Safety, 66 Block
USB and Bluetooth	USB, Wi-Fi and Bluetooth	USB, Wi-Fi and Bluetooth
Brady Workstation, Express Labels Mobile App	Brady Workstation, Express Labels Mobile App	Brady Workstation, Express Labels Mobile App
300 dpi	300 dpi	300 dpi
Code 128, Code 39, Interleaved 2 of 5, UPC-A, UPC-E, EAN-13, Data Matrix, Additional through software	Code 128A, Code 128B, Code 128C, Code 39, GS1 DataBar, HIBC, Interleaved 2 of 5, More through Brady WorkStation, UPC-A, UPC-E, Data Matrix, PDF417, QR code, Additional through software	Code 128, Code 39, EAN-8, EAN-13, Interleaved 2 of 5, UPC-A, UPC-E, Data Matrix, QR code, Additional through software
512	512	200
480	Determined by software	500+
2.0 (50.80)	2.0 (50.80)	3.0 (76.2)
40 (1016.0)	40 (1016.0)	40 (1016.0)
Manual cutter	Auto cutter	Auto cutter
3.1	3.52	5.4
Rechargeable Li-ION Battery	Rechargeable Li-ION Battery	Rechargeable Li-ION Battery
4	4.5	3.5
2-year warranty, back-lit screen, ability to rotate text, plus Brady Print Technology which allows labels and software to communicate with each other for easier printer setup and label creation		

Easier printing

Need to print in the field?

Use your own Android or iOS apps with Brady's Software Development Kit (SDK). It's fast. It's convenient. It's a seamless way to get label data to a Brady printer.