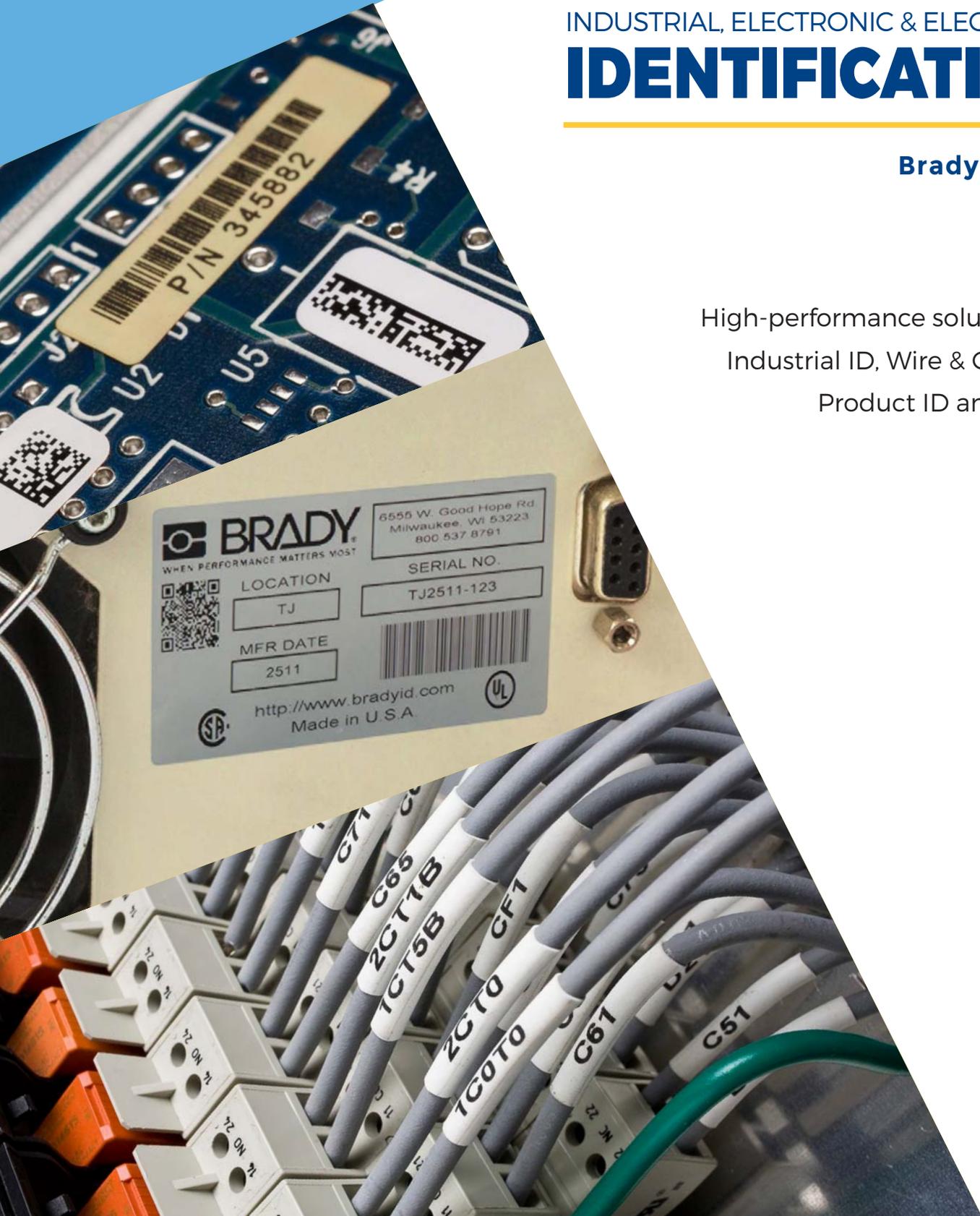


INDUSTRIAL, ELECTRONIC & ELECTRICAL **IDENTIFICATION**

BradyID.com

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



BBP[®]33 Label Printer

BradyID.com/bbp33



Request Printer Demo

Visit BradyID.com/bbp33 to request a printer demo.

Your Complete Printing Solution:

B30 Series Material Rolls.....Page 94
B30 Series Print Ribbons.....Page 123



BBP[®]33 LABEL PRINTER

Unbelievably easy. No wasted labels. The way label making should be.

Brady's BBP[®]33 Label Printer - and a whole new way to make labels. No more tedious, time-consuming setups or calibrations. No more difficult-to-load materials. No more wasted labels. No more hassles. This printer is so simple to use, most of our customers don't even believe us the first time we show them. But believe it, because it really is that easy.

It's an industrial label printer that's simple, powerful and brilliantly fast. Exactly the way label making should be.

No calibration. No wasted labels.

The printer "reads" your cartridges and then automatically sets up the label correctly in your Brady software. So there's:

- No wasted labels (hits the first label!)
- No sensor adjustment
- No need to specify if gapped or notched material
- No print speed or burn temp trials and errors
- No need to set up label dimensions in software
- No importing label file patches into software
- No scrolling through lists to select your label part

Record fast material changeovers

- Ribbon and label changeovers, in as fast as 20 seconds!
- Foolproof "drop-in" ribbon and label cartridges
- No threading the ribbon around spools and printheads
- Ink side of ribbon always faces the right way
- Easy-to-handle cartridges that won't roll away or get damaged

Impressive material lineup

- With 550 parts in 40 materials, this printer meets your primary labeling needs, and so much more.
- Safety & arc flash labels AND wire & panel labels
- Pipe markers & 5S labels AND general purpose die cut labels
- Production line facility labels AND rating plates & circuit board labels

Brady Materials Made To Impress.



Industrial Labeling



Arc Flash Labeling



Circuit Board Labeling



Product Identification Labels



Raised Panel Labeling



Wire & Cable Labels and more!

BBP®33 Label Printer Specifications

Description	PC-connect only printer with no calibration set-up, no label waste and 20-second supply changeovers. Revolutionary ease of use makes it ideal for training multiple users and saving wasted time and wasted label cost.
Applications & Other Comments	Low and mid-volume applications when frequent material change-overs are needed. The best solution for inexperienced users wanting easy training and multi-user scenarios. Full ranges of labels for cable and wire ID, facility & safety ID, Product ID & circuit board ID.
Typical Throughput & Operational Hours	3000 labels/day 8 hrs/5 days
Print Technology & Color Capabilities	Thermal Transfer; Monochrome
Print Resolution	300 dpi
Max Print Width	4.000"
Media Widths	0.500" to 4.250"
Minimum Label Dim.	0.250"
Auto Cut-off	Yes
PC Connect or Stand Alone Operation	PC Connect and Stand Alone
Ribbon & Material Installation	Labels: Supplied in cartridge, drops into place, 15 sec changeover Ribbon: Supplied in cartridge, snaps into place, 5 sec changeover
Calibration Required	No (no wasted labels)
Label Creation & Set-up	Automatic (PC software reads data on chip and automatically sets up label size, color, fonts, etc.)
Connectivity Options	Standard: USB, Ethernet Optional: WiFi, Bluetooth
Compatible PC Software	Brady Workstation Apps, Labelmark™ Software, MarkWare™ Software, Codesoft™ Software, Windows® based driver for 3rd party software use*

Specialty Material Recommendations

B-593 Raised Panel Labels	Yes
Nomex® Tags	N/A
B-330 Polyolefin Heat Shrink Wrap	N/A
PermaSleeve® PS & HT	Yes (Recommended)
PermaSleeve® ZH	N/A
PermaSleeve® HX	Yes (Recommended)
Double-Sided PermaSleeve®	Yes (With 2-pass reinsert of media)
Outdoor Safety & Facility Labels	Yes (multiple materials)
White Print Ribbon	Yes (Recommended)

U.S. Patent Nos. 5,823,689; 6,570,602.
Additional Patents Pending.

BBP®33 Label Printer and Accessories

Catalog #	Description
BBP33-C	BBP33 Label Printer* with Auto cutter
BBP33-C-LMP	BBP33 Label Printer* with Auto cutter and LabelMark™ Pro Software
BBP33-C-MWS	BBP33 Label Printer* with Auto cutter and MarkWare™ Software
BBP33-C-LMP-MWS	BBP33 Label Printer* with Auto cutter, LabelMark™ Pro & MarkWare™ Software
120994	Rolling case w/ handle and supplies pockets for benchtop printers
B31-WIPER	5 pack of extra media wipers
B31-CCT	1 pack of extra cutter cleaning tools

* BBP33 Label Printer ships with printer, power cord, USB cable, drivers CD, stylus, cleaning kit, cutter cleaning tool and quick start guide.

BBP®33 PC Software Solutions:



Brady Workstation Apps

Brady has revolutionized its label creation software by now offering apps specific to your projects. Once the free Brady Workstation is installed on your PC, you can then download a variety of free or paid labeling apps including Custom Label Designer, Express Signs, Pipe Markers, Lockout Writer and GHS. *View page 222 for more information or download at workstation.bradyid.com*



MarkWare™ Facility Identification Software

CD-based software option for creating custom safety signs & labels including pipe markers, ANSI signs, lockout tags, GHS labels, RTK chemical labels, lean 5S visuals and custom labels with barcodes and graphics. Built-in graphics and 2,000 chemical database for RTK. Pre-formatted GHS label templates. *View page 222 for more information.*



LabelMark™ Labeling Software

Robust cd-based software solution for label design, data importing, editing and printing. Written specifically for wire and datacomm ID, ADM labeling and general industrial applications. *View page 220 for more information.*



CodeSoft™ Label Design Software

This powerful cd-based enterprise level label creation software features more extensive capabilities for integration with 3rd party software applications. *View page 223 for more information.*

Brady360® 5 Year Warranty



We always stand behind our products to make sure they deliver you an unrivaled customer experience. We've strengthened our commitment to you with a **5-year printer warranty standard and free of charge** on our benchtop printer models.* With a team of 30 certified tech support and repair technicians and our 5-year warranty backing you up, you can rest assured you'll have the support you need—every step of the way.

Free 5-year warranty standard on Benchtop models* covers:

- Repair parts & labor
- One print head replacement
- Free loaner printer during repairs
- Free return shipping after repair
- Free Brady 360® stress-free printer setup session
- Free lifetime technical support via phone and email
- Free lifetime firmware upgrades
- One free Brady 360® preventative maintenance service

Access to additional fee-based support:

- On-site repair service
- On-site custom set-up and training
- Additional print head coverage (after the first free replacement)
- Advanced custom integration, programming support and template creation

*Excludes repairs due to negligence. Excludes Wraptor™ model and handheld models. See BradyID.com/brady360 for full coverage details & restrictions.