BradyPrinter M611 Mobile Printer with Brady Workstation Mobile or Desktop Software

Selling and Marketing Guide

▶ Why do customers want the BradyPrinter M611 solution?

With more and more work being completed outside of the traditional office setting, having the right tools on hand is more important than ever. And, advancements in mobile technology are making mobile devices a bigger part of everyday personal and professional life. With the BradyPrinter M611 Mobile Printer powered by Brady Workstation software, you can combine the convenience of your mobile device with the dependable printing capabilities of a Brady printer. This complete solution provides you with a variety of time- and labor-saving advantages, including:

- Print-from-everywhere capabilities: Whether you're in the office or in the field, you can easily get your data and keep on printing
- Fast-to-label software: Create and edit labels in the field with the Brady Workstation Express Labels mobile app so you can complete the job right the first time
- On-the-job durability: Keep printing all day with the long-lasting battery and rugged design
- Industry-tested materials: Complete your identification jobs with materials that last

▶ Identify selling opportunities

Target users

- Datacomm/Telecomm Contractors
- Data Center Technicians/ Engineers
- Control Panel Builders

- Electricians
- Electrical Contractors
- Control Systems Engineers

- Laboratory
- General Manufacturing and Operations Managers

What to look for:

- Fleets that need to use printers in the field
- Areas that are cramped or tight on space where a smaller printer would fit better than a benchtop
- Software (BWS) and printing bulk material at stations on small workbenches where a printer could be dedicated to each material type
- Already using portables, need high variety of materials
- Using mobile apps or Linkware Live with Fluke Networks
- Share files, have a lot of data on a label or complicated templates that need to be printed at point of labeling
- Industrial printing in the field or dedicated printing stations in facility
- Mid volume from ~50-750 labels per print job or per day
- Use of mobile devices in the field or tablets in facility

What to ask:

Datacomm:

- Do you use a mobile device or tablet to do your job?
- Do you send pre-printed labels to the field that need to be easily reprinted?
- Do you manage a variety of customer specification and templates and need to minimize the time your installers need to reprint and recreate templates?
- Do you want to make sure you are complying with spec?

Lab:

- Do you want to centralize your labeling templates but localize your print stations?

Asset:

- Need to label assets on-site connected to a database or store a variety of templates?

▶ Resources to help close the sale

- **BradyPrinter M611 solution brochure with spec sheet**
- **Video:** Visual overview of the new BradyPrinter M611 solution
- **Sample pack:** Includes a variety of materials that run through the printer
- **Portable printer comparison chart:** Compares Brady portable printers

- **Lab info sheet:** Highlights lab value prop and lab materials that run through printer
- Photos in media library
- ICT brochure
- Seed google files for Mobile App/BWS demos
- Snap Demo App

Don't forget about these accessories!

Catalog #	Description
M611-AM-BT-W	BradyPrinter M611 Bluetooth/Wi-Fi AC*
BMP-MAGNET-2	Magnet for BradyPrinter M611
BMP-HC-2	Hard case for BradyPrinter M611
BMP-PACK-2	Sling pack BradyPrinter M611
BMP-STRAP-1	Carrying strap

Catalog #	Description
M-AC-143110	AC adapter and battery charger
PCK-5	Cleaning kit 5-pack

* Printer ships with AC adapter/battery charger, USB 2.0 cable, utility strap, PTL-97-488 label material, M61-R4310 ribbon and USB flash drive with product information.

▶ To learn more, contact your local Brady rep.

USA
Customer Service: 1-888-272-3946
Inside Sales: 1-888-311-0775
BradyID.com

Canada
Customer Service: 1-800-263-6179
BradyCanada.ca

Mexico
Customer Service: 1-800-262-7777
Inside Sales: 1-800-262-7777 ext 177
BradyLatinAmerica.com