



Identification and Traceability Solutions

For Automotive Manufacturing

Traceable components increase productivity

Tracing and identifying the millions of components manufactured, transported and assembled into new automobiles daily around the world is a major challenge. Brady offers globally available and fully automated identification solutions to support greater production throughput and increased quality. Resistant to heat, brake fluid, oil and aggressive solvents, Brady labels remain legible in harsh conditions, so your stringent traceability requirements are met. Our dedicated laboratories will see to it that all materials used in your identification solution are tested according to your specifications.

EXTERIOR

Branding & identification labels

Fuel cap instructions

Tire labels

Warning & safety signs

INTERIOR

Warning & safety labels

Security & anti-counterfeit labels

Service part labels

Vehicle Identification Numbers (VIN) Labels

Interior branding & information labels

Wire harness labels & wire marking labels

UNDERHOOD

Gear unit labels

Fuel cap labels

Car battery labels

Fuse box labels

Service part labels

Warning and safety labels



Tough & tailored automotive part labels

Our automotive part labels can be created with the highest flexibility. This includes:

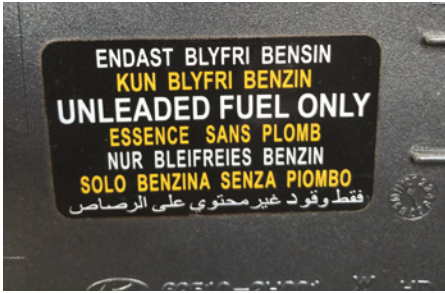
- small prints of text in every language, symbols and special characters for safety, instructional or identification information
- easy serialisation with higher resolution barcodes and numbers
- full colour prints of company logos, including colour shades, safety pictograms, images and visuals
- more economical printing of complex data, including custom part numbering and any additional information
- artwork support to help create the ideal label

Enhanced printing options are available on most durable Brady labels:

- remain legible and stay attached for a component's life cycle to optimise installation, maintenance and repair
- a range of label top coats and laminates protect against chemicals, harsh liquids and weathering
- interior & exterior use
- flame retardant labels for interior applications
- metallic labels to make parts more noticeable
- security and authentication labels to protect against counterfeiting
- flexible labels for stretchable components
- highly adhesive labels for batteries and other applications, including smooth, rough, textured and oily surfaces
- laser markable labels for automated applications



High Performance Labels



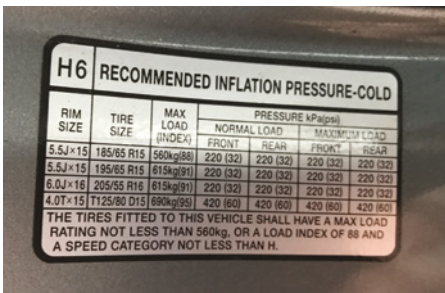
WorkHorse™ Series

Harsh Environment Labels

Applications

High quality / density barcoding, product and component identification, rating and serial plates, asset and inventory tracking and general identification.

- Engineered for the harshest environments
- Durable and heavy-duty to keep the label adhered to smooth surfaces
- Survives harsh chemicals, abrasion and extreme temperatures
- UL, cUL, CSA, RoHS and REACH compliant



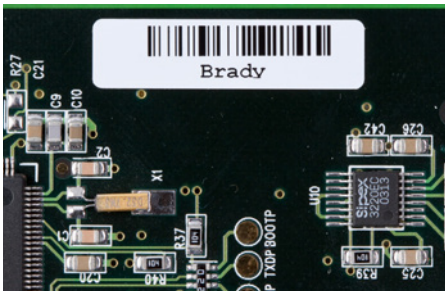
MetaLabel™ Series

Metallized Labels

Applications

High quality / density barcode labels, asset identification and serial and rating plates requiring nameplate-like quality.

- Metallic appearance - nameplate quality
- True metal films for spec compliance
- Superior resistance to harsh chemicals and abrasion
- Meet certain military, SAE and other specifications



UltraTemp™ Series

High Heat Labels

Applications

Printed circuit board identification or any high heat applications.

- Survives high heat (260°C) and harsh chemicals
- Performs in reflow wave solder and board washing
- ESD, laser markable and auto-apply equipment available



Defender™ Series

Tamper Evident Labels

Applications

Product and component identification, rating and serial plates.

- Irreversible, visible evidence of tampering
- Protects warranty fraud, product tampering or asset theft
- Chemical, extreme temperature and abrasion resistance



ToughBond™ Series

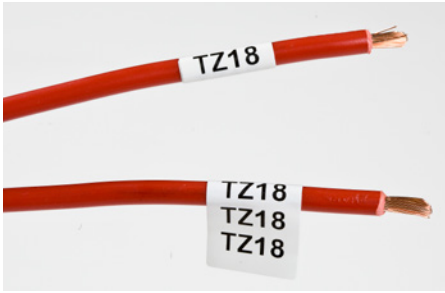
Aggressive Adhesive Labels

Applications

Low surface energy applications, product and component identification, high quality / density barcode labels, asset and inventory tracking, rating plates and general identification.

- Permanent identification and outstanding adhesion for up to 3x adhesion values
- For rough or powder / oil / grease covered surfaces
- No extensive surface preparation needed

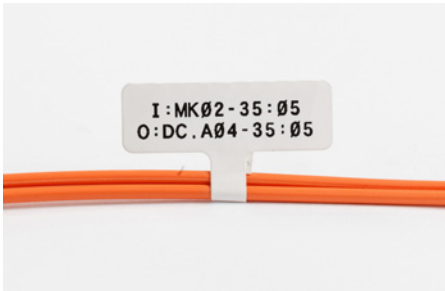
Reliable cable labels



Wraparound labels

Identifying cables and wires permanently or temporarily, wraparound labels offer both excellent print quality and high resistances versus extreme temperatures, abrasion, chemicals and fuels.

- Self-laminating labels have a printable zone and a transparent over-laminate to protect the text from fading and abrasion.
- Repositionable vinyl cloth labels provide very good print quality and excellent holding power, while allowing to reposition the label for a limited time.



Flag labels

Identifying cables and wires permanently or temporarily, wraparound labels offer both excellent print quality and high resistances versus extreme temperatures, abrasion, chemicals and fuels.

- P- or T-shaped flag label formats minimise the contact surface between the label and fibre optic cables.
- Nylon cable flags enable easy folding around wires and offer good resistance against heat, cold, oil, dirt and chemicals.



Sleeves

Sleeves are a flexible identification solution that can be moved along a cable until heat shrunk into position. They enable compliance with high industry specifications.

- Low Smoke, Zero Halogen Sleeves have an excellent UV, humidity, solvent and flame resistance.
- Permasleeves are available in many colours, and have very good temperature (135°C), chemicals and solvents resistance.

Print at your premises



Cable and component label printers

With the high precision, high accuracy BradyPrinter i7100, and the smart BradyPrinter i5100 Industrial Label Printers, any cable, sleeve or component label can be printed on the production floor. When operated with Brady Workstation label design apps, higher levels of automation become possible.



Cable printer-applicators

Our cable printer-applicators help identify cables in 3 to 5 seconds and are ideal to handle large volumes of cables. We offer a system to quickly print and apply wraparound labels, one to quickly print and apply cable flag labels, and one to apply sleeves.

Africa

Randburg, South Africa
 Tel.: +27 11 704 3295
 Email: africa@bradycorp.com

Benelux

Zele, Belgium
 Tel.: +32 (0) 52 45 78 11
 Email: benelux@bradycorp.com

Central & Eastern Europe

Bratislava, Slovakia
 Tel.: +421 2 3300 4800
 Email: central_europe@bradycorp.com

Denmark

Odense
 Tel.: +45 66 14 44 00
 Email: denmark@bradycorp.com

France

Roncq
 Tel.: +33 (0) 3 20 76 94 48
 Email: france@bradycorp.com

Germany, Austria & Switzerland

Egelsbach, Germany
 Tel.: +49 (0) 6103 7598 660
 Email: germany@bradycorp.com

Hungary

Budaörs
 Tel.: +36 23 500 275
 Email: central_europe@bradycorp.com

Italy

Gorgonzola
 Tel.: +39 02 26 00 00 22
 Email: italy@bradycorp.com

Middle East FZE

Dubai, UAE
 Tel.: +971 4881 2524
 Email: me@bradycorp.com

Norway

Kjeller
 Tel.: +47 70 13 40 00
 Email: norway@bradycorp.com

Romania

Bucharest
 Tel.: +40 21 202 3032
 Email: central_europe@bradycorp.com

Russia

Moscow
 Tel.: +7 495 269 47 87
 Email: central_europe@bradycorp.com

Spain & Portugal

Madrid, Spain
 Tel.: +34 900 902 993
 Email: spain@bradycorp.com,
 portugal@bradycorp.com

Sweden, Finland, Baltic states

Kista, Sweden
 Tel.: +46 (0) 8 590 057 30
 Email: sweden@bradyeurope.com

Turkey

Istanbul
 Tel.: +90 212 264 02 20 / 264 02 21
 Email: turkey@bradycorp.com

UK & Ireland

Banbury, UK
 Tel.: +44 (0) 1295 228 288
 Email: uk@bradycorp.com

Our mission is to identify and protect people, products and places



To help minimise our impact on the environment, Brady limits its number of reprints.

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18/10/2019