

# Trade Up to a Better Labeling Experience



**Get the best label types.  
Get the best label materials.**

**And get a printer that does it all for FREE!**

Send Brady your qualifying competitive printer or IDXPERT™ Printer and purchase 12 label cartridges for the Brady BMP®41 or BMP®51 printer and Brady will send you the printer for FREE!

▶ **The BMP®41 and BMP®51 Printer Advantage:**

- **Die-cut label efficiency** - No need for scissors, as labels are easier to peel off and are always in sequence
- **The best label types** - Sleeves, self-lams, labels and tapes
- **The best printer experience** - Auto formatting labels and an ultra-easy interface

▶ **Unique Features in the BMP41/51 Printers:**

- Auto Label Set-up
- 10 Year Outdoor Grade Vinyl
- Magnet Tool for Hands-Free Use
- Label-Grabber keeps cut labels from falling to the ground
- 100s of Symbols
- Super Rugged
- Rechargeable LiON/NiMH Battery
- Built-in Electrical & Datacom Apps

▶ **Many Application Uses:**

- Wire Marking Sleeves
- Self-Laminating Labels
- Terminal Block Labels
- General Labels
- 10 Year Outdoor Labels
- In-Panel Component Labels
- Patch Panel Labels
- Face Plate Labels
- Safety & Maintenance Labels
- Breaker Box Labels



Offer valid in U.S. and Canada. Separate offer in Mexico-contact local Brady office for details. All free printers must ship to end user customer. Traded-in printer(s) must be of a qualifying make & model and in working condition. Limit of 1 free printer per qualified printer traded in, and no limit to the quantity of qualified printers traded in per end user. Twelve (12) supply cartridges for BMP41 / 51 printers must be purchased for each printer traded in. Qualified printer(s) traded in must be sent to Brady along with the unique TRADE IN CODE NUMBER generated during the online form submission. Free printer(s) will be shipped within 5 days of online form submission. Traded-in printer(s) must be received at Brady within 20 days of online form submission and Brady reserves the right to invoice user for full amount of the Brady printer(s) sent in the event the traded-in printer(s) are not sent to Brady. Brady reserves the right to change or cancel this offer at any time and to refuse any request. For qualifying printers visit: [www.BradyID.com/tradeup](http://www.BradyID.com/tradeup).

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Carlos Soria  
Brady Corporation  
(414) 358-5169  
[carlos\\_soria@bradycorp.com](mailto:carlos_soria@bradycorp.com)

**Go to [BradyID.com/tradeup](http://BradyID.com/tradeup) complete the form and send Brady your qualifying printer.**