



Innovation, Quality and Proven Performance.

The company you trust for unrivalled label materials.



Products that Perform.

At Brady, we have a steadfast commitment to provide our customers with unrivalled products and an unrivalled buying experience. We use customer feedback to continually design, improve and innovate our products to serve all of your needs, from general identification solutions to custom engineered labels.

With more than 20 label material patents, Brady works to provide customers with innovative products of the highest technological quality. Our Tobey Research Centre material science team, including 10 PhD's, develop and rigorously test all of our products to ensure high performance, industry compliance, durability and reliability. Our world-class label series are engineered to be long-lasting, withstand the harshest environments and work for a variety of applications. When it comes to identifying and tracking products, equipment and components, Brady is the company you trust when performance matters most.

Learn about all of our label products, including:

- WorkHorse Series Harsh Environment Labels
- MetaLabel Series Metallised Labels
- ToughBond Series Aggressive Adhesive Labels
- Defender Series Tamper-evident Labels
- UltraTemp Series High Heat Labels
- CleanLift Series Removable Labels
- VisAlert Series Indicating Labels

Product Performance Icons

These icons can help you easily identify product performance features that fit your needs. Look for these icons when using our parts catalogue, website, and more!



WorkHorse Series Harsh Environment Labels

- ENGINEERED FOR THE HARSHTEST ENVIRONMENTS
- SURVIVES HARSH CHEMICALS, ABRASION AND TEMPERATURES
- BROAD RANGE OF APPLICATIONS

Brady WorkHorse Series Harsh Environment Labels are custom engineered to meet the exact needs of the harshest environments across many different applications. They are made of durable, heavy-duty materials with adhesives to keep the label adhered to smooth surfaces through exposure to harsh chemicals, abrasion and temperatures.

Available materials include: UL, cUL, and CSA recognised as well as RoHS and REACH compliant. These series are ideal for high quality/density barcoding, product and component identification, rating and serial plates, asset and inventory tracking and general identification.

B#	Base material	Adhesive	Colour	Finish	Application	Solvent	Fuel/Oil	Abrasion	High Heat	Low Temp.	Outdoor
B-420	Polyester	Permanent	White	Gloss	Pre-process labeling of Printed Circuit Board and Electronic Component process labelling, especially designed for laser engraving and die-cutting	✓		✓	✓	✓	
B-421	Polyester	Permanent	Black	Matt	Pre-process labeling of Printed Circuit Board and Electronic Component process labelling, especially designed for laser engraving and die-cutting	✓		✓	✓	✓	
B-423	Polyester	Permanent	White	Gloss	Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID		✓	✓	✓	✓	✓
B-423Y	Polyester	Permanent	Yellow	Gloss	Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID		✓	✓	✓	✓	✓
B-425	Polypropylene	Permanent	White	Matt	Excellent solvent resistance for barcode labels in chemical environments	✓	✓			✓	
B-430	Polyester	Permanent	Clear	Gloss	Rating and serial plates, overlamine		✓	✓	✓	✓	✓
B-439	Vinyl	Permanent	Silver, Gold, Red, Purple, Yellow, Orange, Green, Black, Blue, White	Matt	Rating plates, general purpose labelling			✓		✓	✓
B-459	Polyester	Permanent	White	Matt	Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID	✓	✓	✓	✓	✓	✓
B-473	Polyester	Permanent	White	Gloss	Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID	✓	✓		✓	✓	
B-488	Polyester	Permanent	White	Matt	Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID	✓	✓	✓	✓	✓	✓
B-7513	Polyester	Permanent	White	Gloss	Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID	✓	✓		✓	✓	✓
B-7517	Polypropylene	Permanent	Clear	Gloss	Rating and serial plates, overlamine	✓	✓			✓	
B-7519	Polyethylene	Permanent	White	Gloss	Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID		✓			✓	
B-8117	Polyester	Permanent	Black	Matt	Superior barcode readability and excellent fluid resistance in electrical, electronics and automotive industry.	✓	✓	✓	✓	✓	✓
B-8591	Polymer	Permanent	White, Silver, Black, Yellow	Gloss	Identify outdoor equipment for 10+ years. Ideal for Component / Equipment ID, Barcoding, Asset tracking, Rating plates, General ID			✓	✓	✓	✓
B-966B	Polyester	Permanent	Clear	Gloss	Overlamine, release coated (no printable topcoat) very good high temperature and solvent resistance		✓	✓	✓	✓	✓

Quality that Lasts.



Defender Series Tamper-evident Labels

- IRREVERSIBLE, VISIBLE EVIDENCE OF TAMPERING
- PROTECTS WARRANTY FRAUD, PRODUCT TAMPERING OR ASSET THEFT
- CHEMICAL, TEMPERATURE AND ABRASION RESISTANCE

Brady Defender Series tamper-evident seals and tamper indicating labels are custom engineered to provide print on demand, irreversible, visible evidence of label tampering to protect against warranty fraud, product tampering, altering, misuse or asset theft. Multiple options are available, including fracturing labels and labels that leave a footprint when removed. Ideal for product and component identification, rating and serial plates, these quality labels are engineered for superior chemical, temperature and abrasion resistance.

B#	Base material	Adhesive	Colour	Finish	Application	Solvent	Fuel/Oil	Abrasion	High Heat	Low Temp.	Removable	Tamper Ind.	Outdoor
B-362	Metallised Vinyl	Permanent	Metallic silver	Matt	Tamper indicating, Asset tracking, prevent one-piece label removal		✓			✓		✓	
B-429	Polyolefin	Permanent	White	Satin	Tamper indicating, prevent one-piece label removal		✓	✓		✓		✓	
B-438	Metallised Polyester	Permanent "checkerboard"	Metallic silver	Matt	Tamper indicating, Asset tracking, leave a checkerboard footprint pattern when removed	✓	✓			✓		✓	
B-7351	Vinyl	Permanent	White	Matt	Tamper indicating, prevent one-piece label removal		✓	✓		✓		✓	
B-7546	Polyester	Permanent "VOID"	White	Gloss	Tamper indicating, Asset tracking, leave a "VOID" footprint when removed		✓		✓	✓		✓	✓
B-7566	Polyester	Permanent "VOID"	Clear	Gloss	Tamper indicating, leave a "VOID" footprint when removed. In addition, a "VOID" pattern will appear on the top surface of the label in order to prevent it from being reused		✓			✓		✓	✓
B-7576	Metallised Polyester	Permanent "VOID"	Metallic silver	Matt	Tamper indicating, Asset tracking, leave a "VOID" footprint when removed. In addition, a "VOID" pattern will appear on the top surface of the label in order to prevent it from being reused	✓	✓		✓	✓		✓	



UltraTemp Series High Heat Labels

- SURVIVES HIGH HEAT (260°C) AND HARSH CHEMICALS
- PERFORMS IN REFLOW, WAVE SOLDER AND BOARD WASHING
- ESD AND AUTO-APPLY EQUIPMENT AVAILABLE

Brady UltraTemp High Heat Labels can withstand temperatures up to 260°C for 5 minutes along with powerful chemicals and cleaning processes used in PCB assembly, equipment and component manufacturing. These high heat label materials can improve your processes and reduce operating costs by identifying products throughout the entire manufacturing process.

Brady UltraTemp Series label materials are rigorously tested for heat, chemical and abrasion resistance to ensure optimal performance in reflow, wave solder and board washing processes. Available in a variety of options, including anti-static and labels that can be used with auto-apply equipment, this series is ideal for printed circuit board identification or any high heat applications.

B#	Base material	Adhesive	Colour	Finish	Application	Solvent	Fuel/Oil	Abrasion	High Heat	Low Temp.	Removable	electrostatic dissipative
B-436	Polyimide	Removable	Amber	Matt	Printed Circuit Board and Component process labelling, cleanly removable	✓	✓	✓	✓	✓	✓	
B-717	Polyimide	Permanent	White	Gloss	Printed Circuit Board and Component process labelling, static dissipative adhesive	✓		✓	✓	✓		✓
B-718	Polyimide	Permanent	White	Gloss	Printed Circuit Board and Component process labelling, static dissipative adhesive	✓		✓	✓	✓		✓
B-719	Polyimide	Permanent	White	Matt	Printed Circuit Board and Component process labelling, static dissipative adhesive	✓		✓	✓	✓		✓
B-724	Polyimide	Permanent	Amber	Matt	Printed Circuit Board and Component process labelling	✓	✓	✓	✓	✓		
B-727	Polyimide	Permanent	White	Gloss	Printed Circuit Board and Component process labelling	✓		✓	✓	✓		
B-728	Polyimide	Permanent	White	Matt	Printed Circuit Board and Component process labelling	✓		✓	✓	✓		
B-729	Polyimide	Permanent	White	Matt	Printed Circuit Board and Component process labelling	✓		✓	✓	✓		
B-730	Polyimide	Permanent	Black	Matt	Printed Circuit Board and Component process labelling, especially designed for laser engraving	✓		✓	✓	✓		
B-731	Polyimide	Permanent	Black	Matt	Printed Circuit Board and Component process labelling, especially designed for laser engraving, static dissipative adhesive	✓		✓	✓	✓		✓
B-734	Polyimide	Permanent	White	Matt	Printed Circuit Board and Component process labelling, especially designed for laser engraving	✓		✓	✓	✓		
B-735	Polyimide	Permanent	White	Matt	Printed Circuit Board and Component process labelling, especially designed for laser engraving, static dissipative	✓		✓	✓	✓		✓
B-776	Polyimide	Permanent	Green	Gloss	Printed Circuit Board and Component process labelling	✓		✓	✓	✓		
B-777	Polyimide	Permanent	White	Gloss	Printed Circuit Board and Component process labelling, resists to aggressive cleaning processes, ideal for small font printing	✓		✓	✓	✓		
B-7727	Polyimide	Permanent	White	Gloss	Printed Circuit Board and Component process labelling, especially designed for auto-apply	✓		✓	✓	✓		



MetaLabel Series Metallised Labels

- METALLIC APPEARANCE - NAMEPLATE QUALITY
- RESISTANCE TO HARSH CHEMICALS AND ABRASION
- TRUE METAL FILMS FOR SPEC COMPLIANCE

Brady MetaLabel Series Metallised Labels provide a durable print on demand option for rating plate and asset tag applications for a desired metallic look. These labels offer superior resistance to harsh chemicals and heavy abrasion.

Brady MetaLabel Series label materials meet certain military, SAE and other specifications and are ideal for high quality/density barcode labels, asset identification, serial and rating plates.

B#	Base material	Adhesive	Colour	Finish	Application	Solvent	Fuel/Oil	Abrasion	High Heat	Low Temp.	Ultra Adhes.	Outdoor
B-413	Polyester, non-metal	Permanent	Metallic Silver	Satin	Asset tracking, rating plate and general purpose labelling		✓		✓	✓		✓
B-428	Metallised Polyester	Permanent	Metallic Silver	Matt	Asset tracking, rating plates	✓			✓	✓		✓
B-434	Metallised Polyester	Permanent	Metallic Silver	Gloss	Asset tracking, rating plates, ideal for textured surfaces	✓	✓	✓		✓		✓
B-435	Metallised Polyester	Permanent	Metallic Silver	Gloss	Asset tracking, rating plates	✓	✓	✓		✓		✓
B-480	Polyester, non-metal	Permanent, Aggressive	Metallic Silver	Satin	Asset tracking, rating plates, high adhesion to textured metals, powder coated surfaces and low surface energy plastics		✓		✓	✓	✓	✓
B-486	Metallised Polyester	Permanent, Aggressive	Metallic Silver	Matt	Asset tracking, rating plates, high adhesion to textured metals, powder coated surfaces and low surface energy plastics	✓	✓	✓	✓	✓	✓	✓
B-7516	Metallised Polyester	Permanent	Metallic Silver	Matt	Asset tracking, rating plates	✓	✓	✓	✓	✓		✓
B-7563	Metallised Polyester	Permanent	Metallic Silver	Satin	Asset tracking, rating plates	✓	✓	✓		✓		✓



ToughBond Series Aggressive Adhesive Labels

- UP TO SIX ADHESION VALUES
- FOR ROUGH OR OIL/GREASE COVERED SURFACES
- NO EXTENSIVE SURFACE PREP NEEDED

Brady ToughBond Series Aggressive Adhesive Labels are engineered for the toughest and most demanding industrial surfaces without extensive cleaning or surface preparation. These label series offer permanent identification and outstanding adhesion that is up to three times higher than standard adhesives, making it ideal for rough, powder-coated and low surface energy applications. Ideal for product and component identification, high-quality/density barcode labels, asset and inventory tracking, rating plates and general ID.

B#	Base material	Adhesive	Colour	Finish	Application	Solvent	Fuel/Oil	Abrasion	High Heat	Low Temp.	Outdoor
B-422	Polyester	Permanent, Aggressive	White	Gloss	High adhesion to textured metals, powder coated surfaces and low surface energy plastics		✓	✓	✓	✓	✓
B-432	Polyester	Permanent, Aggressive	Clear	Gloss	High adhesion to textured metals, powder coated surfaces and low surface energy plastics		✓	✓	✓	✓	✓
B-483	Polyester	Permanent, Aggressive	White	Gloss	High adhesion to textured metals, powder coated surfaces and low surface energy plastics, excellent chemical resistance	✓	✓	✓	✓	✓	✓
B-484	Polyester	Permanent, Aggressive	White	Gloss	High adhesion to textured metals, powder coated surfaces and low surface energy plastics, especially for angled and curved surfaces	✓	✓	✓	✓	✓	✓
B-489	Polyester	Permanent, Aggressive	White	Matt	High adhesion to textured metals, powder coated surfaces and low surface energy plastics, excellent chemical resistance	✓	✓	✓	✓	✓	✓
B-7514	Polyester	Permanent, Aggressive	White	Gloss	Good overall adhesion to a wide variety of substrates including low energy plastics		✓	✓	✓	✓	✓
B-7515	Polyester	Permanent, Aggressive	White	Matt	Good overall adhesion to a wide variety of substrates including low energy plastics		✓	✓	✓	✓	✓



Need to reference material performance information?

Learn more about specific materials with Brady's Technical Data Sheets (TDS). Each TDS provides information about properties of the material, performance results and regulatory compliance. View them at www.bradyeurope.com.



CleanLift Series Removable Labels

- REMOVES WITHOUT SCRAPING OR SURFACE DAMAGE
- EXCELLENT SOLVENT AND HEAT RESISTANCE
- DIVERSE RANGE OF APPLICATIONS

Brady CleanLift Series Removable Labels are engineered for durable and long-lasting performance. Our custom removable adhesives allow for clean and easy removal when ready to pull off — no damage to surfaces or scraping required. These removable labels offer good solvent and heat resistance and are ideal for identifying electronic and other components, work in process identification and general purpose applications.

B#	Base material	Adhesive	Colour	Finish	Application	Solvent	Fuel/Oil	Abrasion	High Heat	Low Temp.	Removable	Outdoor
B-408	Paper	Removable	White	Matt	General labeling and barcoding applications where the label needs to be removed or repositioned						✓	
B-449	Polyolefin	Removable, aggressive	White	Matt	Temporary Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID, requiring solvent resistance					✓	✓	
B-498	Vinyl cloth	Removable, aggressive	White, Yellow, Orange	Gloss	Temporary Component/Equipment ID, Barcoding, Asset tracking, especially for angled and curved surfaces			✓		✓	✓	
B-533	Polyester	Removable	White	Gloss	Temporary Component/Equipment ID, Barcoding, Asset tracking, Rating plates, General ID	✓	✓		✓	✓	✓	✓



VisAlert Series Indicating Labels

- IMMEDIATE VISUAL INDICATION OF WATER OR HEAT EXPOSURE
- CONTINUALLY MONITOR PRODUCT, COMPONENTS OR EQUIPMENT
- VARIOUS RANGES AND DESIGNS

Brady VisAlert Series Indicating Labels are designed to provide immediate visual indication of water or heat exposure. Water indicating labels change from white to bright red when exposed to water, without triggering false positives. Temperature indicating labels offer continuous monitoring and records a permanent, irreversible reading for the highest temperature attained. These labels can prevent frequent breakdowns and shortened equipment life due to overuse or exposure to harmful elements as well as prevent fraud or product misuse. Ideal for motors, gear boxes, electrical equipment and product or component monitoring, these labels are available in various designs and ranges.

B#	Base material	Adhesive	Colour	Finish	Application	Fuel/Oil	High Heat	Low Temp.	Water Ind.	Temp. Ind.
B-350	Polyester	Permanent Acrylic	White	Gloss	Liquid indicating label	✓		✓	✓	
B-7511	Polyester	Permanent Acrylic	White	Gloss	Irreversible temperature indicating label					✓
B-7512	Polyethylene	Permanent Acrylic	Clear	Gloss	Irreversible temperature indicating label		✓			✓
B-7518	Polyester	Permanent Acrylic	Clear	Gloss	Reversible temperature indicating label					✓



Brady Offers Custom Labels!

Don't see a stock label in the size, configuration or colour needed for your particular application? Brady offers custom label capabilities, including size, pre-printed messages or logos, colours and more! Ask your Brady contact for more information on how to order your custom labels.

Brady Printing Solutions for Label Making

Whether it's a small hand-held printer, a large industrial printer or a user-friendly software program, Brady has the solution for your label and identification needs.

Brady's industrial printers and portable label makers offer a reliable, on-demand labelling solution to meet your component and equipment identification and traceability requirements. Designed with thermal transfer printing capabilities, our printers create clear and professional-looking labels — with the durability to withstand even the harshest environments.

Brady also offers several label software programs, to make labelling fast and easy. CodeSoft Software allows you to design and print custom labels for even the most complex barcode and labelling projects. Ideal for designing and printing custom labels for product identification and tracking. LabelMark Labelling Software is a fast way to create and print professional, accurate and legible labels. With built-in templates, wizards and more, LabelMark software simplifies label making for electrical, industrial, aerospace, laboratory and telecom industries.



**Scan the QR code
for more information**

Learn more now about
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