



M611

LABEL PRINTER

User Manual

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Safety and Environment

Please read and understand this manual before using the M611 printer for the first time. This manual describes all of the main functions of the M611 printer.

Precautions

Before using the printer, please note the following precautions:

- Read all instructions carefully before operating the printer and prior to performing any procedure.
- Do not place the unit on an unstable surface or stand.
- Do not place anything on top of the unit.
- Keep the top clear of obstructions.
- Always use the printer in a well ventilated area. Do not block the slots and opening on the unit, which are provided for ventilation.
- Only use the power source indicated on the rating label.
- Use only the power cord that comes with the unit.
- Do not place anything on the power cord.

Technical Support and Registration

Contact Information

For repair or technical assistance, locate your regional Brady Technical Support office by going to:

- **United States:** bradyid.com/techsupport
- **Canada:** bradycanada.ca/contact-us
- **Mexico:** bradyid.com.mx/es-mx/contacto
- **Latin America:** bradylatinamerica.com/es-mx/soporte-técnico
- **Europe:** bradyeurope.com/services
- **Australia:** bradyid.com.au/technical-support/
- **Asia Pacific:** brady.co.uk/landing-pages/global-landing-page

Registration Information

To register your printer go to:

- BradyID.com.au/register

Repair and Return

If for any reason you need to return the product for repair, please contact Brady Technical Support for repair and replacement information.

Document Conventions

When using this document, it is important that you understand the conventions used throughout the manual.

- All user actions are indicated by **Bold** text.
- References to menus, dialog boxes, button and screens are indicated by *Italicized* text.

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1 Introduction

The M611 Label Printer is a durable, portable, wireless printer capable of printing on a variety of both die-cut and continuous supplies. It includes the following features:

- Rugged and durable — withstands a 4 ft. (1.2 m) drop and military grade shock (MIL-STD-810G).
- Quickly and easily create labels using either Brady Express Labels mobile app or Brady Workstation desktop software.
- Bluetooth® and Wi-Fi® enabled for easy wireless connectivity.
- Wired connectivity with USB 2.0.
- USB 2.0 port for reserve phone charging.
- Built-in cutter automatically controlled by settings in the labeling software.
- Rechargeable internal lithium ion battery for all day use.
- Ability to use the printer while the internal battery is charging.
- Screen displays printer status, ribbon and label gauges, and battery charge indicator.
- Easy to use interface.
- Smart-cell technology that works intelligently with Brady consumables.

System Specifications

The M611 Label Printer has the following specifications:

- Weight 3.52 lb. (1.6 kg) (with label supply and ribbon).
- 3.5" (88.9 mm) colour QVGA touchscreen, 320 x 240 pixels.
- Thermal transfer print mechanism, 300 dpi.
- Print width: 1.92" (48.76 mm) maximum.
- Print length for labels: 40" (1016 mm) maximum.
- Liner width: 2.25" (57 mm) maximum.
- Label widths from 0.235" (6.4 mm) through 2.00" (50.8 mm).
- Minimum label height: 0.236" (5.99 mm).
- Prints up to 1000 1" x 2" (25.4 x 50.8mm) labels per battery charge.
- Print speed: 1.33 in/sec (33.8 mm/sec)
- Internal lithium ion battery, 2550 mAh

Physical and Environmental Characteristics

The M611 Label Printer has the following physical and environmental characteristics:

Physical	U.S. Units	Metric Units
Dimensions	11.0" L x 4.5" W x 4.6" H	279 x 113 x 116 mm
Weight (with label supply and ribbon)	3.52 lb.	1.60 kg

Note: The table below refers to the printer only. Consumable performance may vary.

Environmental	Operation	Storage
Temperature (Printer) Note: Prolonged exposure of the printer to direct sunlight is not recommended.	40° to 110° F (4° to 43° C) The AC adapter is rated at a maximum temperature of 104° F (40° C).	0° to 110° F (-18° to 43° C)
Relative Humidity (Printer)	20% to 90% (non-condensing)	10% to 90% (non-condensing)

Proximity Range for Wi-Fi and Bluetooth

The M611 Label Printer printer should be within the following distance from the router or device to pick up the Wi-Fi or Bluetooth signal.

	Wi-Fi	Bluetooth
Range	65 ft (19.8 m)	65 ft (19.8 m)

2 Setup

Unpacking the Printer

What's in the Box

The following items are included in the standard M611 Label Printer package:

- M611 Label Printer with internal battery. (Battery is not accessible. Contact Brady Technical Support for service.)
- AC adapter and power cord (included depending on region)
- USB cable
- One black ribbon
- One roll of self laminating labels (0.75" H x 0.5" W label with 0.375" H x 0.5" W printable area, 19.05mm x 12.77mm)
- USB flash drive with the User Manual, Quick Start Guide, and Driver Installation Guide in various languages
- Quick Start Guide



Save the Packaging

Save the packaging surrounding your M611 Label Printer in case you have to ship the printer and accessories back to the supplier.

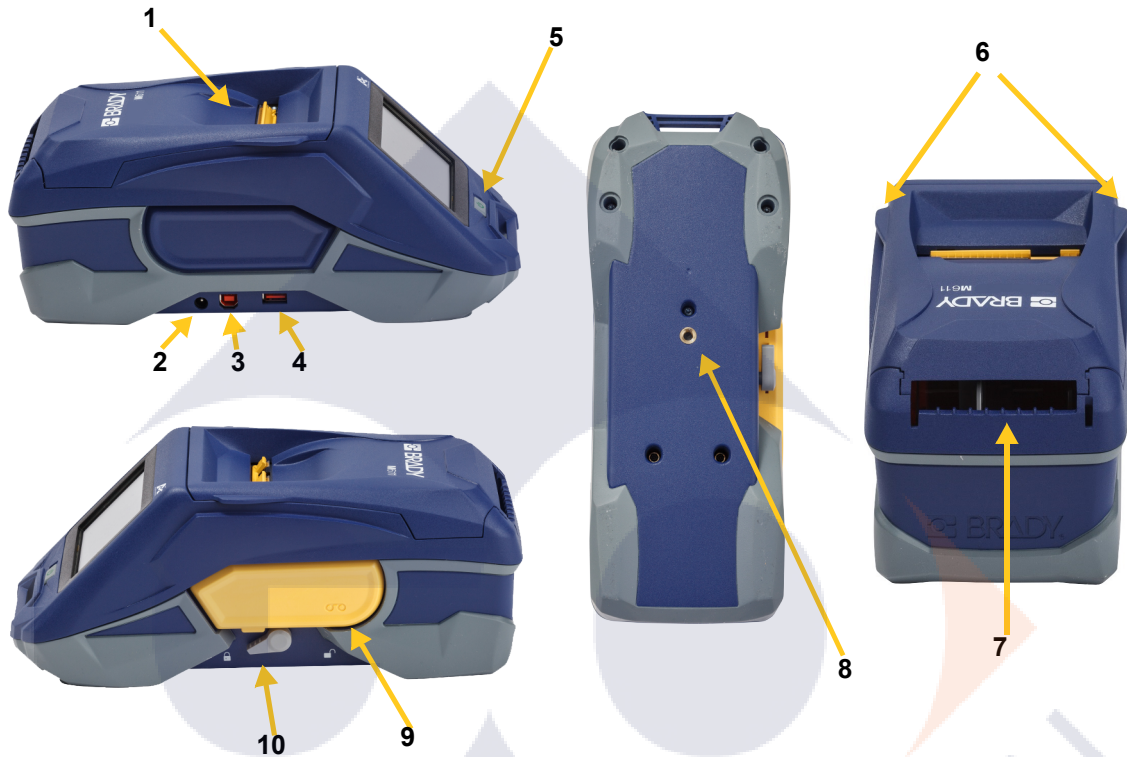


CAUTION! If shipping the printer, consult with your transportation carrier for state, federal, municipal, and international shipping regulations regarding the lithium ion battery contained in the printer.

Registration

Register your printer at www.BradyID.com.au/register to receive free product support and updates!

Printer Components



1 Supply door (label supply well)	6 Supply door open tabs
2 AC adapter port	7 Bulk or external label feed path
3 USB port (computer connection)	8 Magnet attachment screw hole
4 USB host port (phone charging and firmware upgrades)	9 Ribbon
5 Power button	10 Lock lever

Power and Battery

Power is supplied to the M611 Label Printer from an internal lithium ion battery, or from an AC power adapter.



WARNING! To prevent risk of fire, electrical shock, explosion, or damage, read below.

- Do not expose the printer to temperatures above 110° F (43° C).
- Do not disassemble, mistreat, or attempt to replace components in the printer.
- Do not use any AC adapter other than that specifically for use with the M611 Label Printer.
- Do not incinerate the printer. Keep the printer away from heat sources.
- Keep the printer away from water.
- Never lay objects on top of the printer.
- Store the printer in a cool, dry place.
- The printer must be recycled or disposed of properly according to federal, state, and municipal regulations.

AC Power Adapter

The printer can be powered through an AC/DC power adapter. When the adapter is plugged in, it is also charging the battery.



CAUTION! Only use approved Brady power adapters for the M611 Label Printer.

To plug in the printer:

1. Insert the round end of the adapter cable into the AC Adapter port on the left side of the printer.
2. Plug the female end of the electrical cord into the opposite side of the adapter.
3. Plug the male end of the electrical cord into an electrical outlet.

Charging the Battery Before Initial Use

Fully charge the internal lithium ion battery before running the printer on battery.

1. Plug the printer into a power outlet.
2. Charge for 4.5 hours.
3. Check for full charge.
 - a. Press the power button to turn on the printer.



- b. Make sure the battery icon on the display is completely filled in.



Automatic Shut Down

When the printer is plugged in, you can leave it on all the time so that software can find the printer. When running on battery, the printer automatically turns off after a period of inactivity. To set the inactive time, see [“Power Save Mode” on page 9](#).

USB Host Port

The USB host port is used for the following:



- Upgrading firmware and materials database [Y/B Files]. See [“Upgrading Firmware” on page 34](#) and [“Updating Y/B Values” on page 35](#).
- Charging a mobile device, only when the printer is plugged into an AC power source.
- Connecting a USB drive on which files can be stored. See [“Storage Location” on page 8](#).

Printer Settings

Use the touchscreen on the printer to configure standard settings, such as the language. For an introduction to using the touchscreen, see “[Touchscreen](#)” on page 26.

Language



To set the language for text on the touchscreen:

1. With the printer turned on, tap **Settings**. 
2. Tap **System Configuration**, then **Language**.
3. Tap the desired language. You may need to scroll to see all available languages. Touch the screen and drag your finger up or down to scroll.
4. Tap  to return to the home screen.

Keyboards

The printer displays a keyboard on the screen when you have to type data, such as when you name the printer. Because different languages use different sets of characters, you may need keyboards with different character sets. By default the printer uses the appropriate keyboard for the language setting. For example, if the printer language is set to Bulgarian, the printer will automatically display a keyboard with Bulgarian characters. If you only want to use the default keyboard, you do not need to change any keyboard settings.


To select keyboards:

1. With the printer turned on, tap **Settings**. 
2. Tap **System Configuration**, then **Virtual Keyboards**.
A list of supported keyboards is displayed.
3. Tap the check box for each keyboard that you want to have available when using the printer. You can select multiple keyboards. The default keyboard (that for the printer language) is shown at the top of the list and cannot be deselected.
When you use the keyboard later, the default keyboard is shown. Tap the globe icon  to switch to a different enabled keyboard. Each time you tap the globe icon, the display switches to another enabled keyboard.

Units of Measure

Set the unit of measure to inches or millimeters.


To set the unit of measure:

1. With the printer turned on, tap **Settings**. 
2. Tap **System Configuration**, then **Measurement Units**.
3. Tap either **Inches** or **Millimeters**.
4. Return to the home screen.

Date and Time

Set the printer's clock to the current date and time.


To set the date and time:

1. With the printer turned on, tap **Settings**. 
2. Tap **System Configuration**, then **Date and Time**. The left side of the screen displays the current settings.
3. To change the settings, tap the controls on the right.
 - **Use 24-hour format:** Tap the switch to change between 24-hour format and 12-hour format with AM and PM. When the switch is red, the printer uses 12-hour format. When the switch is green, the printer uses 24-hour format.
 - **Set date:** Tap to display date controls. To change the date, either tap on an element and select a new value, or tap the arrows above or below an element.
 - **Set time:** Tap to display time controls. To change the time, either tap on an element and select a new value, or tap the arrows above or below an element.
4. Return to the home screen.

Storage Location

The printer can access files from its internal memory or externally from a USB drive.

To set the storage location:


1. With the printer turned on, tap **Settings**. 
2. Tap **System Configuration**, then **Storage Location**.
3. Tap either choice:
 - **Internal Memory:** Choose this option if the printer is directly connected to the computer with a USB cable or on a network. When you print a label from Brady Workstation software or Brady Express Labels app and choose the Store option, the print file is sent to the printer's internal memory. When you tap Files on the home screen, the printer accesses the list of files from internal memory.

- **External Storage:** Choose this option when transferring files from one M611 Label Printer to another. Insert a USB drive into the USB port on the printer. When you print a label from Brady Workstation software, the print file is sent to the USB drive. When you tap Files on the home screen, the printer accesses the list of files from the USB drive.

Power Save Mode

In order to save power, the printer can shut down after a period of inactivity. You may want to set a shorter inactive period when running on battery than when plugged in.

To set the inactive period:

1. With the printer turned on, tap **Settings**. 
2. Tap **System Configuration**, then **Power Save Mode**.
3. Tap either **Battery** or **AC Power** depending on whether you want to change the inactive time when running on battery or plugged in.
4. To set the minutes, drag the dot to the left or right, or tap the plus or minus signs. The setting takes effect immediately.


Tip: To leave the printer on all the time so that software can find it, drag the time indicator dot all the way to the right to set the shutoff period to *Never*. When running on battery, be aware that the printer will run out of power eventually.
5. Return to the home screen.

Brightness and Rotation

Use the settings menu to adjust settings for the screen.

- **Brightness.** Increase the brightness if the screen is too dark to read easily. When running on battery be aware that increased brightness uses more power.
- **Rotation.** If you affix the printer to a vertical surface with the magnet the screen image will be upside down unless you rotate it. For information about the magnet see [“Magnet” on page 24](#).



To change the display settings:

1. With the printer turned on, tap **Settings**. 
2. Tap **Display**.
3. Tap the desired setting and make your changes.
 - **Adjust Brightness:** Drag the dot to the left for darker or right for brighter. Alternatively, tap the plus or minus signs. To return to the factory setting, tap **Reset Default**.
 - **Rotate Display:** Tap **Normal** if using the printer placed on a horizontal surface. Tap **Inverted** if hanging or mounting the printer vertically.

Printer Name

The printer name is displayed when a mobile device or computer searches for the printer on a Bluetooth or Wi-Fi connection. If you do not set the printer name, the printer serial number is used.

To change the printer name:

1. With the printer turned on, tap **Settings**. 
2. Tap **Connection**, and then tap **Printer Name**. The printer displays a keyboard. The printer name can only contain the characters A-Z, a-z, 0-9, and a dash (-). Regardless of the keyboards you have enabled for your printer, the printer displays a keyboard with the allowed characters.
3. Use the keyboard on the touchscreen to type a name for the printer.
4. When finished tap .

Important! If you change the printer name after using the printer with the Brady Express Labels mobile app, additional steps are needed to update the printer name in the software.

- Reboot the printer. (Turn the printer off and then on again.)
- In the Brady Express Labels app, go to settings and add the printer again.

When using the Brady Express Labels app, this name is shown when selecting a printer, unless the connection to the printer was set up manually with an IP address. See [“Manually Enter Settings” on page 13](#).

When using Brady Workstation software on Wi-Fi, this name is shown when selecting a printer. See [“Connecting the Printer” on page 11](#).

Software for Creating Labels

Install labeling software on your computer or mobile device, set up the connection to the printer, then use the software to design labels and send them to the printer. Refer to your local Brady website for other Brady software. Be aware that older Brady labeling software may not automatically detect the printer and that the information in this manual is based on the software listed below.

- Brady Express Labels app on a mobile device.
- Brady Workstation software on a desktop or laptop computer.

Mobile Device

System Requirement:

- Android 6.0 or higher
- Apple iOS 10.0 or higher

To Install the Brady Express Labels app:

1. Download the app from the Apple® App Store or the Google Play™ store.
2. Connect to the printer. See [“Connecting the Printer” on page 11](#).
3. Configure settings. See [“Printer Settings” on page 7](#).
4. Create labels and print.

Computer

Brady Workstation software provides a variety of apps to simplify label creation for specific purposes. It also provides easy-to-use apps for custom label design.

To get Brady Workstation software:

1. Make sure your computer is connected to the Internet.
2. Go to BradyID.com.au/workstation.
3. Follow the instructions on the screen to choose the right software for your purpose and download it.





Installing the Windows Driver (Optional)

If you are using the Brady Express Labels app or Brady Workstation software, you do not need to install the windows driver. Skip to “[Connecting the Printer](#)” on page 11.

If you are using older Brady software or third-party software, you must install the Windows driver. See the *Driver Installation Guide* PDF file on the USB flash drive that came with the printer.

Connecting the Printer

Connect to the labeling software using Bluetooth® wireless technology, a Wi-Fi® wireless network, or a USB cable.

	Supported Connections
Computer	 
Mobile Device	 

Bluetooth

The Bluetooth status light has the following meanings:

- No Bluetooth symbol on display: Bluetooth is turned off on the printer.
- Bluetooth symbol is grayed out: Bluetooth is on, but not connected to a mobile device.
- Bluetooth symbol is white: Bluetooth is on and is connected to a mobile device.

Up to five mobile devices can be connected at a time.

To enable Bluetooth on the printer or disconnect from a mobile device:

1. Tap **Settings**. 

2. Tap **Connection**.
3. Tap **Bluetooth**.
4. Swipe the switch to the right to enable or left to disable.

To connect the printer to a mobile device via Bluetooth:

1. Turn on the printer.
2. Enable Bluetooth on the printer if it is not already.
3. Open the Express Labels app on your mobile device.
4. Select the M611 Label Printer.
The software detects the new printer.
5. Change the printer name, if desired, and tap the control to connect the printer.

USB

To connect to a computer via USB 2.0, plug the provided USB cable into the printer and the computer. Brady Workstation software automatically detects the printer when connected via USB cable.



Wi-Fi

Connect to a Wi-Fi network either by searching for and selecting a network or by manually entering the network settings. Once connected, the printer can communicate with devices on that network.

Note: Wi-Fi capability is not available on all printers or in all countries.


Note: The on-screen keyboard for entering passwords and user names contains only the characters allowed for network user names and passwords. Thus, you may see a keyboard that differs from those you have enabled in *Settings*.

Search to Connect

This is the easiest and most common method for connecting.


To connect to a Wi-Fi wireless network:

1. Make sure the printer is turned on.

2. Tap **Settings**. 
3. Tap **Connection**.

4. Tap **Wi-Fi Network** to turn on Wi-Fi. The printer searches for Wi-Fi networks and displays a list of networks found. Touch and drag to scroll the list. (If you need to identify the network by static IP address or DHCP, see [“Manually Enter Settings” on page 13.](#))

Tap the network that you want to use.

- If the network is not locked, simply tap it and the printer connects to it.
- If the network is locked, as indicated by a lock symbol, tap the network and a keyboard opens. Enter the password and tap .



Note: If your network uses WEP authentication, a menu displays instead so that you can enter both the password and the WEP index (key).

- If the network you need is not in the list, it may not be discoverable. Scroll to the bottom of the list and tap **Other**. Choose either **Personal Network** or **Enterprise Network**. The system displays settings appropriate to your selection. You may need information from your IT department to complete the settings.

Manually Enter Settings

Use this method for networks that are hidden or to identify the network by static IP address or DHCP. Contact your network administrator for assistance.

To connect to a Wi-Fi wireless network:

1. Make sure the printer is turned on.
2. Tap **Settings**. 
3. Tap **Connection**.
4. Tap **Advanced Network Settings**.
5. Tap **Wi-Fi**.
6. Tap **IP Settings** and then tap one of the following.
 - **DHCP:** DHCP addressing is dynamic and the system uses a DNS server to obtain the printer IP address for you.
 - **Static:** Select static addressing to manually enter the printer's IP address.
7. Tap the back button to return to the *Wi-Fi* screen. 
8. Fill in the remaining available settings with help from your network administrator.
9. Return to the home screen.

Loading Supplies

The M611 Label Printer printer uses the same ribbon and label supplies as the BMP®61 printer. Brady supplies come equipped with smart-cell technology that enables the printer and Brady labeling software to recognise the type of label and automatically set many label formatting details. Only use cartridges that have the Brady authentic logo.



Loading Ribbon

Product numbers for ribbons begin with M61. For example, M61-R4310.

Note: It is best to remove the label supply before installing ribbon. Loading the ribbon with label supply in the printer can damage the ribbon.

To install ribbon:

1. Turn the lock lever toward the back of the printer to unlock it.



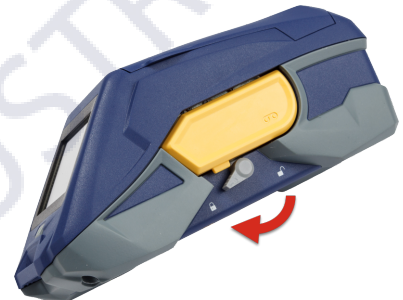
2. Remove the old ribbon.



3. Insert the new ribbon.



4. Turn the lock lever toward the front of the printer to lock it.



Loading Labels

Brady labels come equipped with smart-cell technology that enables the printer and Brady labeling software to recognise the type of label and automatically set many label formatting details.

For optimum performance, use genuine Brady labels. Labels can be loaded with the power on or off.

Label compatibility notes:

- M6-, M6C-, BM6- and BM6C- label supplies are compatible with the M611 Label Printer.
- Some BM71 label supplies may be compatible with the M611 Label Printer, check BradyID.com.au for specifics.

To load labels:

1. Lift the lid on the printer.



2. Remove the existing label roll.

- a. If the label spool is not empty, gently rewind the spool with your finger to back the unused label supply out from under the print head.



- b. Grasp the label roll smart cell guide and gently pull up out of the label well.



3. Remove the protective tape covering the leading end of the labels on the new label roll.

- With labels coming off the top of the spool toward the front of the printer, grasp the smart cell handle and insert the labels straight into the smart cell reader compartment, gently pushing until it clicks into place. Make sure the smart cell on the label roll aligns with the reader in the label well.

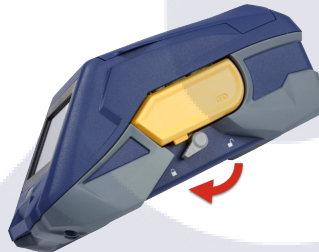
smart cell



- If using anything but a 2-inch (50 mm) wide label supply, slide the label guide to the left until it fits snugly up against the label roll and clicks into place.



- Make sure the print head is locked. Check the lock lever to make sure it is in position pointing toward the front of the printer.



- Feed the leading edge of the label roll through the guide slots until it stops.



- Tap **Feed** on the touchscreen to advance the label supply.



- Close the label supply door by pushing down on it until it snaps into place.

Loading Bulk Labels

To load bulk labels:

1. Remove the label spool and the label feed ramp from the box.



2. On the bulk label box, push tabs A and C in, then pull the perforated flap down and tear off.



3. Attach the label feed ramp to the bottom of the perforation, with the ramp arms on the outside of the box.



4. Attach the ramp hooks to the outside of the bulk label feed path on the printer.



5. Insert the label spool into the printer so that the smart cell aligns with the reader in the label well. Adjust the label guide as needed.



6. Pull the loose end of the bulk labels out of the box and thread over the tray and into the bulk label feed path on the printer.
7. Continue to feed the leading edge of the label roll over the label spool and through the guide slots until it catches.
8. Tap **Feed** on the touchscreen to advance the label supply.
9. Close the label supply door.



Loading Fanfold (Raised Panel) Labels

Load fanfold label supplies such as B-593 raised panel labels in much the same way as bulk labels.

1. Open the printer. Insert an empty label spool into the printer so that the smart cell aligns with the reader in the label well. Adjust the label guide as needed.
2. Place the open label box behind the printer and feed the labels through the external label slot, over the label spool, and through the guide slots until it stops.



3. Tap **Feed** on the touchscreen to advance the label supply.
4. Close the label supply door.



GO INDUSTRIAL

Recycling the Label and Ribbon Cartridge

Cartridges need to be recycled in accordance with local regulations. Before recycling, the used cartridges must be pulled apart to release the individual components. These various components must then be recycled in the correct recycling bins.

Materials

- 1/4-inch (2.5 mm) blade flathead screwdriver
- Safety Glasses
- Safety Gloves

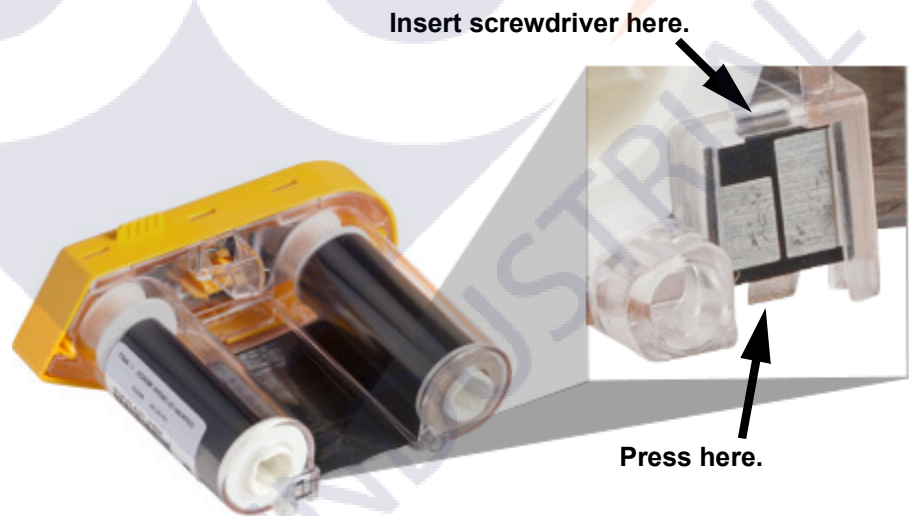


CAUTION! Always wear personal protective equipment when dismantling a ribbon or label cartridge.

Dismantling the Ribbon

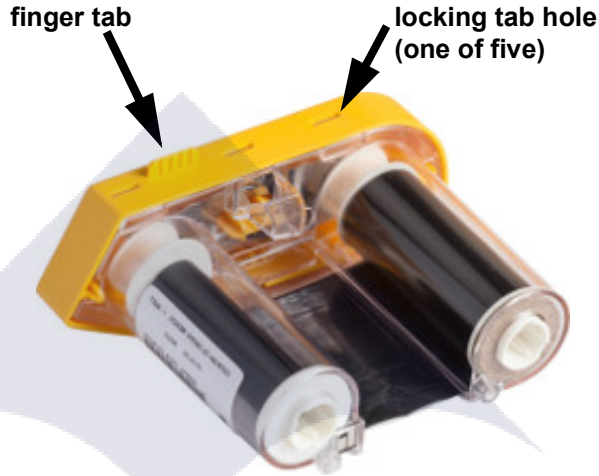
To dismantle the ribbon:

1. Using your thumbnail, press the clear plastic locking tab down. While holding the tab down, insert the blade of the screwdriver above the smart cell and slide downward. The smart cell easily slides out for removal.



2. With the yellow ribbon cover facing up, insert the blade of the screwdriver, one at a time, in through the five locking tab holes to depress the locking tabs. While depressing each tab with

the screwdriver, use your thumb or finger to apply upward pressure on the ribbon cap finger tab. The ribbon cover releases and separates from the rest of the assembly.

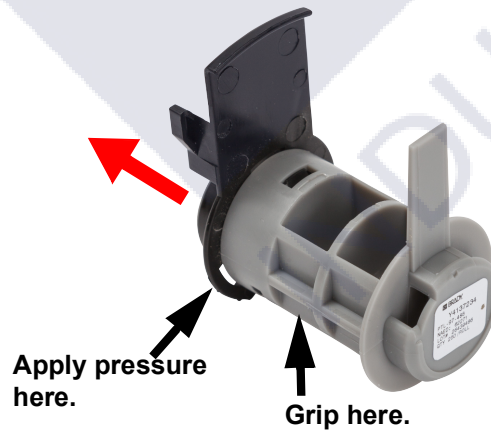


3. Using the screwdriver, pry out the metal ribbon spring from the inside of the yellow ribbon cap.
4. Once the spring is removed, turn the ribbon cartridge on its side and allow the ribbon and white spools to fall out.
5. Unwind the ribbon from the spools, then gently peel the ribbon end from the weak adhesive that affixes the ribbon to the spool.

Dismantling the Cartridge

To open the cartridge:

1. Unwind any remaining label supply from the spool, then gently peel the end of the supply off of the spool to separate.
2. Grip the spool just behind the black end cap (containing the smart cell).
3. With your thumb, apply pressure to the back of the black end cap to separate the cap from the label supply cartridge core.



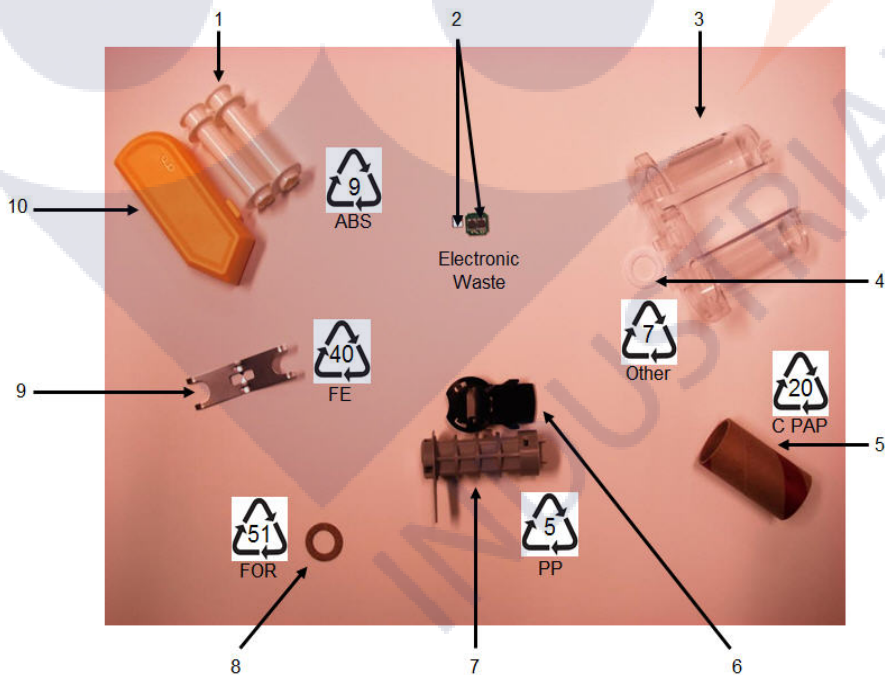
4. From the back side of the black end cap, press the blade of the screwdriver against the locking tabs, applying outward pressure. This will release the smart cell.



5. Slide the cardboard core off of the plastic cartridge core.

Recycling Components

These components should be removed from the cartridge and recycled according to the following guidelines.



Component		Material	Recycle Bin
1	Ribbon Spools (White)	ABS	#9 ABS
2	Ribbon Smart Cell Label Supply Smart Cell	Electronic	Electronic Waste
3	Ribbon Cartridge (Clear)	Polycarbonate (PC)	#7 Other
4	Ribbon Washer (White)	PTFE	#7 Other
5	Label Supply Cardboard Core	Cardboard	#20 C PAP
6	Label Supply End Cap (Black)	PP	#5 PP
7	Label Supply Cartridge Core	PP	#5 PP
8	Ribbon Washer (Cork)	Cork/Nitrile	#51 FOR
9	Ribbon Spring	Stainless Steel	#40 FE
10	Ribbon Cap (Yellow)	ABS	#9 ABS

