

MATERIAL BRANDS & ATTRIBUTES GUIDE

NEW

Material Brands Guide

Brady has introduced seven new brands of labels which are geared toward applications where high performance, durability, industry compliance, and adherence to specifications are requirements. The new product lines include Brady's popular label materials, which are grouped by their specific performance features –making it easier for customers to choose the product best suited for their application needs.



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.



MetaLabel™ Series

Metallized Labels

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



Brady MetaLabel™ Series metallized 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.



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 exacting 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.



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.



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.



ToughBond™ Series

Aggressive Adhesive Labels

- UP TO 3X 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. This label series offers 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.



UltraTemp™ Series

High Heat Labels

- SURVIVES HIGH HEAT (500°F) 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.






MATERIAL BRANDS & ATTRIBUTES GUIDE

Product Performance Icons

Brady's implementation of a series of attribute icons provides customers with at-a-glance information on performance attributes for each of the label materials. Watch for these icons through the catalogue to help you easily identify product performance features that fit your needs.

 Look for these icons when using our parts catalogue, website and more!

ABRASION RESISTANCE



- Resistance proven with testing on Taber Abraser equipment with CS10 grinding wheels and weighted arms.
- Print is still legible after 100 cycles.

ELECTROSTATIC DISSIPATIVE



- Indicated material has surface resistivity values in the recommended range for Dissipative ESD Packaging Materials.

FUEL/OIL RESISTANCE



- Resistance proven with Immersion Test in Gasoline, Break Fluid, SAE 30wt Oil, JP-8 JetFuel, MIL-H- 5606 Oil.
- 5 cycles of 10 minute immersions followed by rub test with cotton swab. No visible effect or slight print removal.

HIGH HEAT RESISTANCE



- Resistance to 100°C.
- Labels subjected to range of temperatures for 30 days or 1000 hours. No visible effect or label still functional.

LOW TEMPERATURE RESISTANCE



- Labels subjected to -40°C, -70°C or -80°C for 30 days or 1000 hours.
- No visible effect or label still functional.

OUTDOOR DURABILITY



- Favorable UV & weatherability testing equating to 3 years or greater outdoor durability.

REMOVABLE



- Indicates material can be removed cleanly with no adhesive residue left on surface.

SELF-EXTINGUISHING ANTI-FLAMMABILITY



- Flammability average burn time = <30 seconds
- Flame spread index of 0

SOLVENT/CHEMICAL RESISTANCE



- Resistance proven with MEK / Acetone / Toluene / Xylene Immersion Test
- 5 cycles of 10 minute immersions followed by rub test with cotton swab. No visible effect or slight print removal.

TAMPER-INDICATING



- Materials indicate tampering through a visible fractured label or footprint.

TEMPERATURE-INDICATING



- Indicates highest temperature exposure

ULTRA-AGGRESSIVE ADHESION



- Measures the force required to remove tape from the surface with a 180° peel and a constant rate of 12 inch/min.
- Meets an adhesion rate of at least 155 oz/in.

WATER-INDICATING



- Indicates presence of liquid

Need More Information? View The Technical Data Sheets

Brady offers online access to Technical Data Sheets for all Brady materials. View by a specific B-Number or search by relevant keywords. Visit www.bradyid.com.au/techdata for more information.

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Material Brands & Attributes



**WorkHorse™
Labels**



**MetaLabel™
Series**



**ToughBond™
Series**












**Defender™
Series**



**CleanLift™
Series**



**UltraTemp™
Series**

	WorkHorse™ Labels	MetaLabel™ Series	ToughBond™ Series	Defender™ Series	CleanLift™ Series	UltraTemp™ Series
 Abrasion Resistance	✓	✓	✓	✓	✓	✓
 Electrostatic Dissipative	✓	–	–	–	–	✓
 Fuel/Oil Resistance	✓	✓	✓	✓	✓	✓
 High Heat Resistance	✓	✓	✓	✓	✓	✓
 Low Temperature Resistance	✓	✓	✓	✓	✓	✓
 Removable	–	–	–	–	✓	–
 Solvent/Chemical Resistance	✓	✓	✓	✓	✓	✓
 Tamper-Indicating	–	–	–	✓	–	–
 Ultra-Aggressive Adhesive	–	✓	✓	–	–	–

Recommended Material Applications



**WorkHorse™
Labels**



**MetaLabel™
Series**



**ToughBond™
Series**



**Defender™
Series**



**CleanLift™
Series**



**UltraTemp™
Series**

	WorkHorse™ Labels	MetaLabel™ Series	ToughBond™ Series	Defender™ Series	CleanLift™ Series	UltraTemp™ Series
UL / CSA	✓	✓	✓	✓	✓	✓
Component / Equipment ID	✓	–	–	–	–	✓
Barcode / Data-Coding	✓	✓	✓	✓	✓	✓
Inventory Tracking	✓	✓	✓	✓	✓	✓
Asset Tracking	✓	✓	✓	✓	✓	✓
Rating Plate	–	–	–	–	✓	–
General ID	✓	✓	✓	✓	✓	✓
Over-laminate	–	–	–	✓	–	–
Circuit Board ID / High Temperature	–	✓	✓	–	–	–
Tamper Indicating	–	–	–	✓	–	–
DoD UID	–	–	✓	–	–	✓