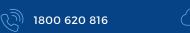# BradyPrinter i7100

INDUSTRIAL LABEL PRINTER

When Precision Meets High Demand

The BradyPrinter i7100 Industrial Label Printer helps your customer get the job done. No matter the demands of your labelling jobs — from higher volumes to precise printing and more — this reliable, heavy-duty and high-accuracy label printer gets it all done.

To get you on the right track, we've put together helpful tips and guidelines to follow throughout the selling process.

WHY DO CUSTOMERS WANT THE BRADYPRINTER I7100?

Material choice: Has the widest range of basic and special materials including 78 B-numbers and 3,400 stock and custom parts

Precision printing: Prints on labels as small as 3.17mm.

Workhorse performance: Prints thousands of labels per day every day

Speed of print: Prints up to 299.72mm per sec

Ease of operation: Make adjustments using a touchscreen, materials self-center when loaded, easily change rollers

WHO SHOULD YOU TARGET TO SELL THE BRADYPRINTER I7100?

Electrical and ADM

- Panel & switchgear shops
- Electrical contractors
- Automation & electrical engineers
- Process engineers & integrators
- ADM manufacturers
- Installers, field techs, electricians
- Wire/cable harness assembly

Laboratories

- CROs
- Academic label universities
- Life sci & biotech labels
- Lab manager
- Lab techs
- Research assistants
- PIs

Electronics / Product ID

- PC board builders / pick-n-place
- PC board manufacturers
- ODMs
- Product manufacturers
- Production managers
- Manufacturing engineers
- Process leaders
- Quality engineers / mgrs.

General Industrial ID

- Asset ID
- Shelf & part # labels
- Misc industrial ID
- Logistics / warehousing

WHAT ARE THE MAIN DIFFERENCES BETWEEN THE PR-PLUS AND THE I7100?

Key Deatures	PR-Plus	i7100
Touch Screen	No	Yes, ultra-intuitive colour touch screen to quickly and easily adjust printer settings and access on board training videos
Media Alignment	Left-aligned	Center-aligned for better print accuracy and to reduce ribbon wrinkling
Material Loading	Metal unfoldable cover	Bi-foldable cover in impact-proof plastic results in a smaller system footprint Standard anti-static brush on non-peel BradyPrinter i7100
Print Head Wear	Standard	Reduced print head wear with hardened sharp-edge print head & narrow width interchangeable platen rollers
Max. Print Speed	Up to 254mm/sec	Up to 299.72mm/sec to print your labels in no time
Connectivity Options	2 x USB, serial, ethernet	4 x USB, serial, ethernet, options for WLAN, bluetooth, I/O connection port
Minimum Label Dimension	5.08mm	3.17mm (print job dependent)
Processor 32 bit Clock Rate	266 MHz	800 MHz to be faster and more powerful, reducing buffer overruns
Software Compatibility	LabelMark, Windows based driver for 3rd party software use	Brady Workstation (free download) & Workstation Apps, Brady LabelMarksoftware (v6.5.0.9 or higher)

For additional information, provide the PR-Plus to i7100 comparison chart.

RESOURCES TO HELP CLOSE THE SALE

- Provide a printed or electronic version of the i7100 brochure following your initial discussion
- Email the i7100 overview video to show how easy it is to operate the printer
- Present the PR-Plus to i7100 comparison chart to PR-Plus owners who are adding the i7100 to their fleet
- Set up a demo