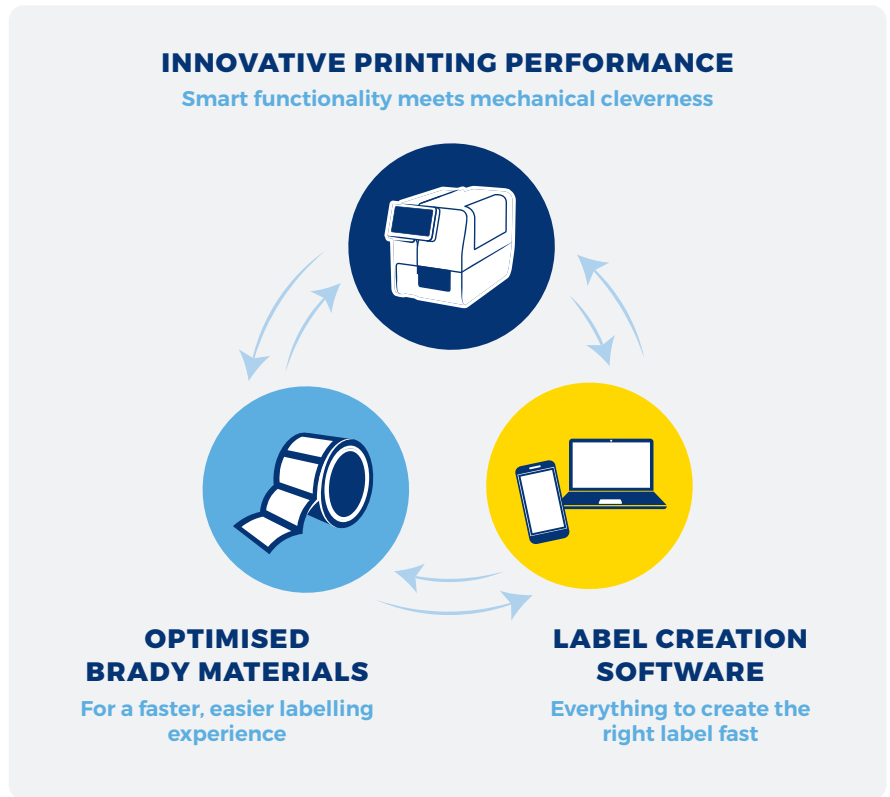


i7500 Maximise your printing potential with Brady

Possibilities powered by LabelSense

Welcome to a printing experience you never thought was possible, powered by Brady's exclusive LabelSense™ Technology. Our bi-directional communication system enables the printer, materials and Brady software to "talk" to each other to power many innovative, enhanced and automatic features you only get from Brady. Save time. Eliminate tasks. Reduce waste. You've never seen anything like this before.



No more pain points. No printer compares.

Welcome to the way label making is supposed to be.

- ▶ No wasted labels
- ▶ No heat adjustment
- ▶ No speed adjustment
- ▶ No sensor location adjustment
- ▶ No sensor mode selection
- ▶ No need for trial and error printing
- ▶ No chance to load ribbon backwards
- ▶ No loading wrong ribbon for installed label
- ▶ No mess or blade needed for spent ribbon removal
- ▶ No complications
- ▶ No frustration
- ▶ No expert required

Print with confidence on labels designed for durability

To view all available material offerings visit BradyID.com/i7500materials

