



TRADE UP

to a better labeling experience

**Get the best label materials.
Get software for easy label creation.
And get a printer that does it all for free!**

From **November 1, 2017 through April 30, 2018**, send us your qualifying competitive printer and purchase \$1500 worth of select consumables or software and **receive a BBP®33 label printer for free!**

Qualifying competitive printers include:

Select Panduit, Tyco, Phoenix Contact, Zebra, Identco, Sato, Graphic Products and Honeywell/Intermec/Datamax printers

Qualifying consumables include:

- All **B33 cartridges** for the BBP®33 Label Printer
- All **B-593 and B-403 cartridges** for the BBP®30, BBP®31, BBP®33, BBP®35, and BBP®37
- All **B30 ribbons** for BBP®30, BBP®31, BBP®33, BBP®35, and BBP®37 (excluding R-10000)
- The following **Brady Workstation software:** GHS Labels App and Upgrade, Data Automation App, Print Partner App and Suite

▶ **The BBP33 solves all of your labeling challenges, including:**

- Automatic label setup with no calibration
- Fast and effortless material changeovers
- Prints on the first label for less material waste

▶ **Trade up to a better labeling experience for a variety of applications, including:**

- Wire ID, lab ID and general ID die cuts
- Safety, facility and lean/5S applications
- Ideal facility-wide printer where mobile use multi-user event labeling are not as important
- Compatible with Brady Workstation software

Terms and Conditions:

Offer valid in North America. All free printers must ship to end user customer. Traded-in printer(s) must be of a qualifying make & model and in working condition. Limit of 1 free printer per qualified printer traded in, and no limit to the quantity of qualified printers traded in per end user. \$1500 worth of qualifying consumables and/or software must be purchased for each printer traded in. Qualified printer(s) traded in must be sent to Brady along with the unique TRADE IN CODE NUMBER generated during the online form submission. Free printer(s) will be shipped within 5 days of online form submission. Traded-in printer(s) must be received by or a pick-up scheduled with Brady within 20 days of online form submission and Brady reserves the right to invoice user for full amount of the Brady printer(s) sent in the event the traded-in printer(s) are not received by Brady. The approximate retail value of the BBP33 Label Printer is \$1,350. Brady reserves the right to change or cancel this offer at any time and to refuse any request. For qualifying printers visit: www.BradyID.com/bbp33tradeup.

Go to BradyID.com/bbp33tradeup to complete the form and send us your qualifying printer.