# BUILT TO LAST FOR MESSAGES THAT MATTER

**S3100, S3700 and BBP®85 Competitive Comparison**

# More efficient
# More professional
# More intuitive

## Get better with Brady benchtop printers

**Brady benchtop printers outshine the competition.**

In hands that tackle tough jobs and are responsible for lives, livelihoods and bottom lines, Brady printers set the standard for best-in-class identification. Because the work you do matters, and we want to make sure it's noticed. Get the job done right with the widest range of print sizes, options and materials in the industry.

### S3100
**No PC. No hassle. No kidding.**

▶ **EASY MONOCOLOR**
Single-color printing for durability, clarity and consistency

▶ **WALK UP & PRINT**
Ideal for multi-user areas in your facility or no PC access

▶ **ONBOARD CREATION**
Intuitive touchscreen and built-in time-saving templates

▶ **WORKS FAST**
20-second changeovers and up to 3-in.-per-second print speed

▶ **ADDED CONNECTIVITY**
PC connectable to Brady Workstation labeling software

### S3700 Multicolor + Shape Cutter
**Professional grade. Premium experience.**

▶ **MULTICOLOR MADE EASY**
Easy-change, drop-lock multicolor panel ribbons and durable labels

▶ **PRECISE SHAPE CUTTING**
Straighter lines, rounder circles and tighter connection points

▶ **DESIGN & PRINT ANYWHERE**
Onboard editing, PC software and mobile app

▶ **TAP, PRINT, GO**
Onboard label templates, 600 barcodes and symbols

▶ **LONGER-LASTING RIBBONS**
Print ribbons auto-adjust and last up to 60% longer

▶ **WORKS FAST**
20-second changeovers and up to 5-in.-per-second print speed

### BBP85
**Premium experience. Optimized for larger applications.**

▶ **GO BIG**
10" wide format to get your most visible labeling jobs done right

▶ **MULTICOLOR MADE EASY**
Easy-change, drop-lock multicolor panel ribbons and durable labels

▶ **DESIGN & PRINT ANYWHERE**
Onboard editing and PC software

▶ **TAP, PRINT, GO**
Onboard label templates, 600 barcodes and symbols

▶ **WORKS FAST**
20-second changeovers and up to 2-in.-per-second print speed

## PROFESSIONAL PRINTING PERFECTED
### Any user. Any sign, label or tag.

| COMPETITIVE COMPARISON * | S3100 BRADY PRINTER | THE OTHER GUY | S3700 BRADY PRINTER | THE OTHER GUY | BBP85 BRADY PRINTER | THE OTHER GUY |
|---|---|---|---|---|---|---|
| **Print Width** | **4.0"** | 4.0" | **4.0"** | 4.0" | **10.0"** | 10.0" |
| **Print Quality** | **300 dpi** | 203 dpi | **300 dpi** | 300 dpi | **300 dpi** | 300 dpi |
| **Max Print Speed** | **3.0 in/s** | 8.0 in/s | **5.0 in/s** | 3.0 in/s | **2.0 in/s** | 2.0 in/s |
| **Label Cutter** | **Automatic** | Automatic | **Automatic with XY Plotter Cutter (for wider range of shapes and letters)** | Automatic | **Automatic** | Automatic |
| **Connectivity Options** | **Ethernet, USB, Wi-Fi** | USB | **Bluetooth, Ethernet (optional), USB, Wi-Fi** | USB 2.0 (4x USB-A, 1x USB-B), Ethernet | **Bluetooth, Ethernet (optional), USB, Wi-Fi** | USB 2.0 (4x USB-A, 1x USB-B), Ethernet, Wi-Fi USB Adapter |
| **Data Input** | **Keyboard, Touch Screen, or Desktop** | Keyboard | **Keyboard, Touch Screen, Mobile App or Desktop** | Keyboard, Touch Screen, or Desktop | **Keyboard, Touch Screen, or Desktop** | Keyboard, Touch Screen, or Desktop |
| **Onboard Editing** | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| **Print Technology** | **Thermal Transfer** | Thermal Transfer | **Thermal Transfer** | Thermal Transfer | **Thermal Transfer** | Thermal Transfer |
| **Material Loading** | **Automatic** | Manual | **Automatic** | Semi-Auto | **Automatic** | Semi-Auto |
| **Brady Workstation Included** | ✔ | ✘ | ✔ | ✘ | ✔ | ✘ |
| **Built-In Templates** | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| **Color Printing Capability** | **Single-Color Ribbon** | Single-Color Ribbon | **Multi-Color Ribbon** | Single-Color Ribbon | **Multi-Color Ribbon** | Two-Color Ribbon |

*Competitor research as of 09/2023

## Unmatched products. Unrivaled experts.

Once you're up and running, we're still here to help. With in-depth product knowledge and experience, we'll make sure you have what you need to get the job done right.

▶ **TECHNICAL SUPPORT**          ▶ **VIDEOS + DOWNLOADS**

▶ **SOFTWARE ACTIVATION**          ▶ **USER MANUALS + QUICKSTART GUIDES**

# THE RIGHT LABEL
## for the right application

## Benchtop printers with industry-leading Brady print technology

Get the high performance you need to work the way your work demands. Designed as a system (printer, ribbon, materials), each part "talks" to the other. Easily drop in your labels and ribbons, and the printer does the rest — auto setup, auto part recognition and auto adjustments. Now you're ready to label in seconds.

## Your toughest work. Our high-performance materials. A better labeling experience.

From everyday use to the extremes, Brady materials stand out. Choose from the widest range of colors, finishes and targeted applications in the industry.
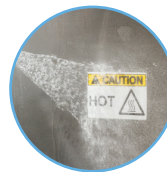
### Application

**Pipe Marking**
Meet ASME (ANSI) standards in materials designed for different environments

**Cold Temperature**
Specialized labels curve and adhere to cold or frozen surfaces

**ToughWash Washdown Resistant**
Ideal for harsh cleaning and sanitizing in the food and beverage industry

**GHS Labels**
Customizable to chemicals and environment for GHS labels that last

**Tags**
Convenient identification, when legibility and tensile strength are needed

**Floor Marking**
Printable ToughStripe floor tapes bring durability and organization

### Label Types

○ **Repositionable**
Permanent or repositionable with CleanLift® Series Vinyl Cloth

○ **All-Weather Reflective**
Add visibility and durability in a wide range of environments

○ **Raised Panel**
Raised panel polyester labels for panel ID to replace engraved tags

○ **Magnetic**
Reusable and repositionable for areas and applications that change often

**BRADY**®

Learn more at BradyID.com or contact your Brady representative