Easy on. Easy off. And the first ever.

BradyGrip™ Print-on Hook Material

The first-of-its-kind solution that can transform your telecom, datacom, electrical and construction identification. Quickly ID a bundle of cables or wire, then locate it when you need an update. Brady and VELCRO® Brand have partnered to bring you rolls of this exclusive, print-and-place material that can be easily applied, repositioned or removed. This means there's no costly rework on your end. BradyGrip™ Print-on Hook Material leads the marketplace as a long-awaited, printable solution that can help you get a grip on your wire and cable ID.

- **Improves efficiency** — Maximizes your uptime with faster, printable ID on cable bundles.

- **Easy on, easy off** — Apply, reposition and remove with exclusive, print-and-place material.

- **Safe** — Offers a non-damaging alternative to nylon cable ties.

- **Ultra-adaptable** — Customize labels to fit big or small jobs by printing on different-width material.

These materials work through a number of printer platforms. Check them out:

Catalog No.	Label Width A in. (mm)	Roll Length B ft. (m)	Labels per roll	Rec. ribbon	Works best with VELCRO® Brand ONE-WRAP® sizes in. (mm)
BMP®21-PLUS Label Printer					
M21-250-414	0.250 (6.3)	10.83 (3.3)	1 roll (cont.)	Ribbon in cart.	0.250 (6.4), 0.280 (7.1), 0.390 (9.9), 0.490 (12.4)
M21-500-414	0.500 (12.7)	10.83 (3.3)	1 roll (cont.)	Ribbon in cart.	0.500 (12.7), 0.510 (13.0), 0.630 (16.0)
M21-750-414	0.750 (19.1)	10.83 (3.3)	1 roll (cont.)	Ribbon in cart.	0.750 (19.1), 0.790 (20), 0.980 (24.9), 1.180 (30.0), 1.970 (50.0)
BradyPrinter i3300 and BBP®33 Label Printers					
B33C-250-414	0.250 (6.3)	50 (15.2)	1 roll (cont.)	B30-R10000	0.250 (6.4), 0.280 (7.1), 0.390 (9.9), 0.490 (12.4)
B33C-500-414	0.500 (12.7)	50 (15.2)	1 roll (cont.)	B30-R10000	0.500 (12.7), 0.510 (13.0), 0.630 (16.0)
B33C-750-414	0.750 (19.1)	50 (15.2)	1 roll (cont.)	B30-R10000	0.750 (19.1), 0.790 (20), 0.980 (24.9), 1.180 (30.0), 1.970 (50.0)

USA
Customer Service: 1-888-272-3946
www.BradyID.com

Canada
Customer Service:
1-800-263-6179
www.BradyCanada.ca

Mexico
1-800-262-7777
Inside Sales: 1-800-262-7777 ext 177
www.BradyLatinAmerica.com

Learn more at BradyID.com

BradyGrip™ Print-on Hook Material

Selling and Marketing Guide

Why customers will love BradyGrip™ Print-on Hook Material

Give your customers a one-of-a-kind wire and cable ID solution — BradyGrip™ Print-on Hook Material. **It grips, grabs and identifies bundles the easy way.** With an exclusive, print-and-place material, BradyGrip can be repositioned or removed, so there's no need for time-consuming or costly rework. Thanks to a Brady and VELCRO® Brand partnership, this unique material gives your customers a simple solution for their toughest ID work — datacom, electrical, construction, medical and more. Here's how it leads in the marketplace:

- **Improves efficiency** — Maximizes a customer's uptime with faster, print-on ID for cable bundles.
- **Easy on, easy off** — Provides the option of repositioning and removing.
- **Safe** — Offers a non-damaging alternative to nylon cable ties.
- **Ultra-adaptable** — Fits big or small jobs with various-width material.

Identify selling opportunities

Target industries:
- Data centers — project managers and installers
- Power
- Electrical
- Construction
- Medical facilities

What to look for:
- Cable bundles that are not being identified

What to ask:
- Do you currently use "Hook and Loop" or VELCRO® Brand ONE-WRAP® ties to wrap your cable bundle runs in your data center?
- Do you have issues tracing cables?
- Are you looking to differentiate existing cable bundles and identify them more easily?

Resources to help close the sale

Collateral is available in the Brady Library. Look in the new product portal for:

- Informational sheet
- Overview video
- Product and application images
- Canned email copy

▶ **To learn more, contact your local Brady rep.**

BRADY®