



Taking care of business

Trade up. Your FREE printer is waiting ...



Sounds easy, and it is. This deal gets you printing faster and easier than ever before. And that's the right way to take care of your business.

How it works

Send us your eligible printer and get a **FREE** BMP®41 or BMP®51 Label Printer when you purchase 12 label cartridges.*

The perks

Save big — reduce costs by increasing labeling speed and efficiency with your FREE printer

Get better — improve labeling quality with high-performance materials and your FREE printer

Take it easy — enjoy die-cut labels, auto formatting and an intuitive interface with your FREE printer

And, because your business approach has gotten more mobile, these rugged, BMP41 and BMP51 printers are too. Their compact size works well in the field, and for mid-volume jobs that require 1 - 1.5" label widths:

Datacom

Electrical

Wire and cable

Manufacturing

General identification

Laboratories

And, did we mention the printer is FREE?



Trade up today at BradyID.com/tradeup



Step 1

Do you have an eligible printer to trade up?

Brady Corporation:	IDXPRT Printer, I.D. PRO Plus Label Printer, LABXPRT Label Printer, LS2000 Labeling System, BradyMarker XC Plus
3M:	PL150, PL200, PL300
Brother:	PT-E100, PT-E110, PT-E300, PT-E500, PT-E550W, PT-E800W, PT-D400, PT-D450, PT-D600, PT-H300, PT-H500, PT-1400, PT-1600, PT-1650, PT-1200, PT-1700, PT-1800, PT-1900, PT-7500, PT-7600, PT-9600
DuraLabel:	DL 2000, Lobo
Dymo:	Rhino 3000, Rhino 4200, Rhino 5000, Rhino 5200, Rhino 6500, XTL 300, XTL 500
HellermannTyton:	Spirit 2100
Epson:	LW-PX700, LW-PX800, LW-PX900
Panduit:	LS9 (Cougar), LS8 (Panther), LS8E, LS8EQ, MP100, MP300
Phoenix Contact:	Thermofox

Step 2

Purchase 12 BMP41 or BMP51 label cartridges from your favorite Brady retailer. Make sure to save a copy of your receipt / invoice.

Step 3

Visit BradyID.com/tradeup, complete the online form and receive a BMP41 or BMP51 printer for FREE!

Step 4

After you've submitted the online form, send us your old printer.

*Offer valid in U.S. and Canada. Separate offer in Mexico; contact local Brady office for details. All free printers must ship to end user customer. Trade-in printers must be of a qualifying make and model and in working condition. Limit of one free printer per qualified trade-in printer. No limit to the quantity of qualified printers traded in per end user. Twelve (12) BMP41 or BMP51 label cartridges must be purchased for each trade-in printer. Qualified trade-in printers must be sent to Brady along with the unique TRADE-IN CODE NUMBER generated during the online form submission. Free printers will be shipped within five business days of online form submission. Trade-in printers must be received at Brady within 20 days of online form submission and Brady reserves the right to invoice user for full cost of the Brady printers sent in the event the trade-in printers are not received at Brady. Brady reserves the right to change or cancel this offer at any time and to refuse any request.

