

## A rare opportunity – but well worth it

Trade up. Your FREE printer is waiting ...



Yes, it's true — and 100% worth it. When you trade up, you'll label faster and more efficiently, which is a great way to better your business.

### How it works

Send us your eligible printer and get a **FREE** BMP®61 (Wi-Fi or base model) or BMP®71 Label Printer when you purchase one of the following:

- Your choice of 12 BMP61 or BMP71 rolls of label materials\*
- Your choice of 12 BMP61 or BMP71 ribbons\*
- Your choice of any combination (mix and match) of 12 BMP61 or BMP71 ribbons and rolls of label materials.\*
- Your choice of 3 BMP61 or BMP71 Bulk Boxes of labels\*

### The perks

**High performance** — get better print quality and finish your work faster with your FREE printer

**Bigger print jobs** — High volume? No problem, with your FREE printer

**Versatile** — design, edit and print up to 2" labels with your FREE printer

If your business needs more flexibility, let the BMP61 and BMP71 provide the solution. They'll grow with you, offering their higher-volume capabilities for jobs that need slightly wider label widths:

- Datacom
- Electrical
- Wire and cable
- Safety
- General identification
- Lean / 5S

**And, did we mention the printer is FREE?**



**CBC**  
CARLTON-BATES COMPANY®  
A SUBSIDIARY OF WESCO DISTRIBUTION, INC.

## Step 1

### Do you have an eligible printer to trade up?

<b>Brady Corporation:</b>	HANDIMARK Portable Labeling System, IDXPRT Printer, I.D. PRO Plus Label Printer, LS2000 Labeling System, PC Link, TLS 2200 Thermal Labeling System
<b>Brother:</b>	PT-9600, PT-E500, PT-E550W
<b>CAB:</b>	MACH1 / 2, EOS series
<b>Canon:</b>	MK series
<b>Cognitive Solutions:</b>	LX series, TPG series, C series
<b>Creative Safety Supply:</b>	LabelTac series
<b>Datamax:</b>	E-class series, O'Neil series
<b>DuraLabel:</b>	Pro series, Bronco, Lobo
<b>Dymo:</b>	XTL 500
<b>Epson:</b>	LW-PX700, LW-PX800, LW-PX900
<b>HellermannTyton:</b>	Spirit, TT230SM
<b>Panduit:</b>	LS6 (Viper), LS8 (Panther), LS8E, LS8EQ, LS9 (Cougar), TDP43ME, MP300
<b>Partex:</b>	ProMark
<b>Phoenix Contact:</b>	Thermomark
<b>TE Connectivity:</b>	T200, LM series
<b>Thomas and Betts:</b>	EZ series
<b>Zebra:</b>	GX, GK, ZD and Eltron series

## Step 2

### Make your qualifying purchase and save a copy of your receipt. Choose one of the following options from your favorite Brady retailer:

- Your choice of 12 BMP61 or BMP71 rolls of label materials\*
- Your choice of 12 BMP61 or BMP71 ribbons\*
- Your choice of any combination (mix and match) of 12 BMP61 or BMP71 ribbons and rolls of label materials.\*
- Your choice of 3 BMP61 or BMP71 Bulk Boxes of labels\*

## Step 3

### Visit [BradyID.com/tradeup](http://BradyID.com/tradeup), complete the online form and receive a BMP61 or BMP71 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. For each trade-in printer, one of the following must be purchased: twelve (12) BMP61 or BMP71 label material rolls, twelve (12) BMP61 or BMP71 ribbons, a combination of twelve (12) BMP61 or BMP71 ribbons and rolls of label materials, or three (3) bulk boxes of labels. 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.

Questions? Contact your CBC rep or:  
Carlos Soria  
(414) 358-5169  
[carlos\\_soria@bradycorp.com](mailto:carlos_soria@bradycorp.com)



**CBC**  
CARLTON-BATES COMPANY®  
A SUBSIDIARY OF WESCO DISTRIBUTION, INC.