

Product Launch Brief

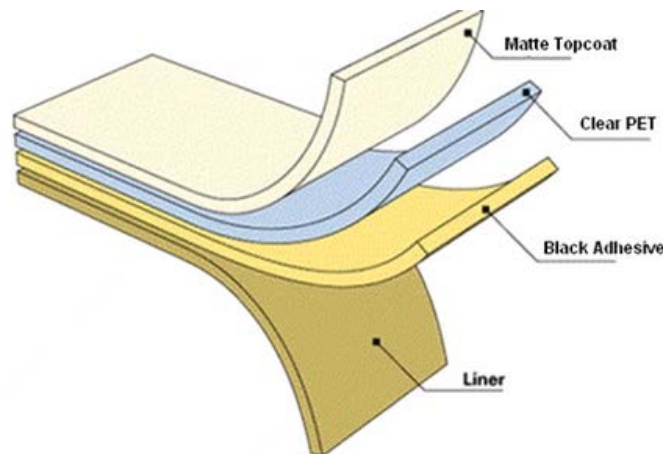
B-8117 DURABLE BLACK POLYESTER LABELS



PRODUCT DESCRIPTION

The new B-8117 ultra-durable black polyester labels have improved print durability, barcode readability and aesthetics. These labels achieve the black color through the adhesive layer rather than the topcoat, which results in more robust color permanence. Since the color is sealed inside the label construction, color durability is dramatically increased, making it less likely to lose the black appearance over time.

The powerful combination of this material's topcoat and the R6800 ribbon produce superior print durability against both abrasions and harsh fluids, as well as consistently achieves Barcode Grade B or greater.



TARGET MARKETS / USERS & APPLICATIONS

Common applications for this material include regulatory and/or compliance labels on electrical components and finished goods, automotive labels found inside the passenger compartment, general identification and asset tracking labels in the industrial electrical sector.

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PACKAGING / PART # / BRADY MATERIAL # / PRICING / DISCOUNT

Catalog Number	Label Size (W x H)	Quantity	UOM	US List Price
THT-11-8117-10	0.250" W x 0.250" H	10,000	Roll	\$511.00
THT-14-8117-10	0.650" W x 0.200" H	10,000	Roll	\$513.00
THT-1-8117-10	0.750" W x 0.250" H	10,000	Roll	\$513.00
THT-5-8117-10	1.000" W x 0.500" H	10,000	Roll	\$518.00
THT-6-8117-10	1.500" W x 0.750" H	10,000	Roll	\$527.00
THT-53-8117-3	2.000" W x 0.500" H	3,000	Roll	\$530.00
THT-17-8117-3	2.000" W x 1.000" H	3,000	Roll	\$213.00
THT-18-8117-3	3.000" W x 1.000" H	3,000	Roll	\$320.00
THT-19-8117-1	3.000" W x 2.000" H	1,000	Roll	\$213.00
THT-21-8117	3.000" W x 300' H	1 Roll Cont.	Roll	\$307.00

PROMOTIONAL TOOLS / PROGRAMS

B-8117 Technical Data Sheets on www.bradyid.com

FOR MORE INFORMATION, VISIT BRADYID.COM OR CALL 1-888-272-3946