

LEXICRAFT

NAMEPLATES LABELS SIGNS

50 Cleveland Street,
Birkenhead, Wirral. CH41 6LG.

Tel: +44 (0) 151 647 9281

Fax: +44 (0) 151 666 1079

e-Mail: sales@lexicraft.co.uk

Web: www.lexicraft.co.uk

Up until now, labels that stick
were never this easy.

Or this affordable.

Introducing ID PAL

The labeling tool designed for
the field, not the office.

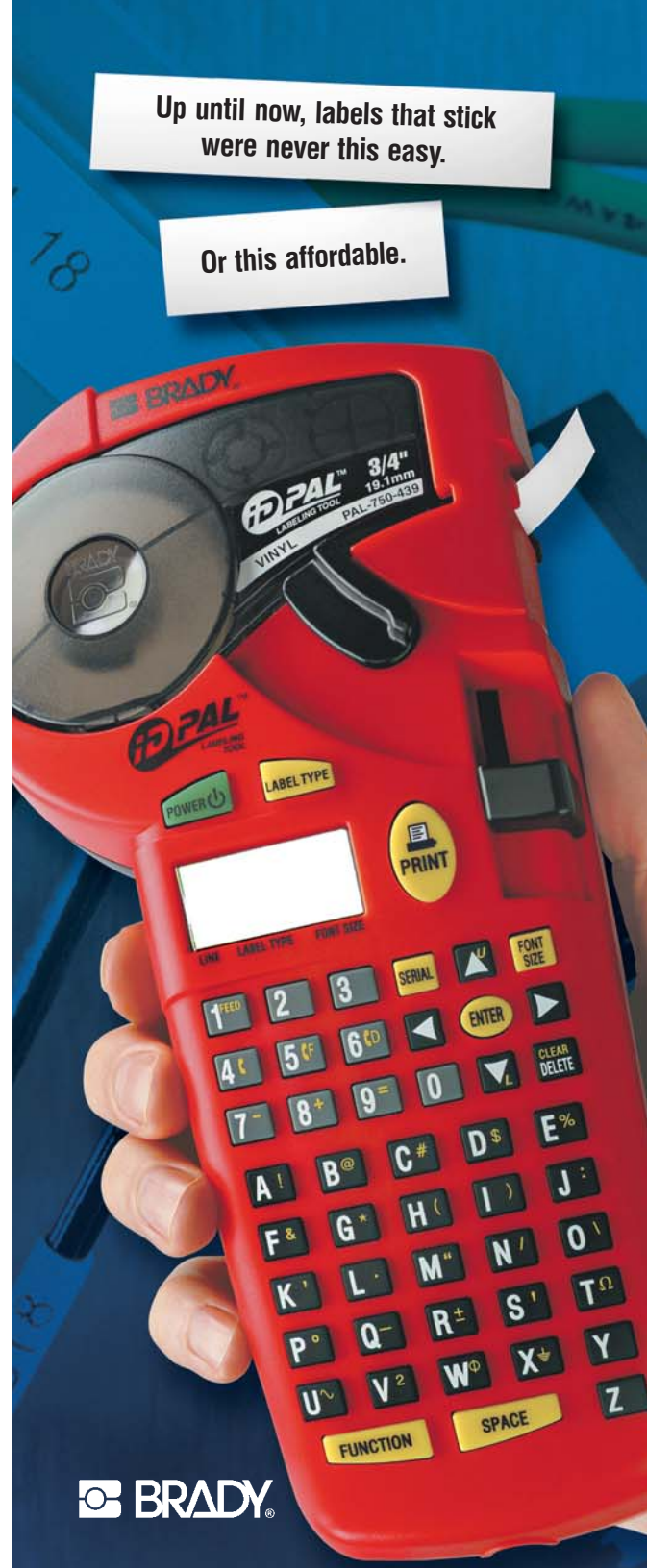
Tired of wasting time and money on labels that
don't stick? You need an ID PAL.

Unlike office printers, the ID PAL is
designed specifically for electrical
and datacomm installers.

- Prints Brady-quality labels
- Non-smearing, thermal transfer printing
- Lightweight (1.2 lbs. w/ cartridge & batteries)
- Fits great in your hand
- Quick, top-loading, drop-in cartridge
- Easy-to-peel labels
- Intuitive keyboard with electrical and datacomm symbols
- Special wire marking mode with 10 preset lengths
- Built-in industrial cutter
- Automatic shut-off
- Uses six AA batteries

Everything's designed to make professional
labeling faster, simpler, and more affordable,
while making *you* more productive.

Professional labeling
with a difference.



BRADY

BRADY



Simple, hassle-free operation.

Priced within everybody's reach!

Here's how it works.

With the power on:

1. Choose the label type.
 - General, Banner, or Wire marking
 - Multiple line printing for general and wire marking modes; two lines for banner mode.
2. Type in the text.
 - Well-spaced buttons speed error-free data entry.
 - Built-in intelligence automatically senses the tape width.
3. Push Print.
4. Grasp the leading edge of the label, peel back and apply.



Leading edge makes peeling easy!

It's that easy!

Never before has professional labeling been so easy *and* affordable. Buy one, two — heck, buy one for everybody on the crew. At this price, no toolbox should be without one. Plus, the ID PAL gives you up to two times more labels per cartridge than ordinary printers.



Other label

Less waste. More labels.

Six AA batteries can print over 3500 one-inch labels — more than 15 cartridges — for even greater economy.

Ask your distributor for a free demo, or learn more by visiting our website at www.bradyidpal.com.

Labels that stick, for professional results.

As a result, the ID PAL eliminates the confusion caused by faded, smeared, or poorly written labels, or labels that fall off leaving unidentified wires. Eliminates costly callbacks, too.

(To download a copy of the adhesion test results, please visit our website at www.bradyidpal.com)

Three styles to choose from.



Why do ID PAL™ labels stick better than ordinary labels?

Better chemistry — a combination of advanced adhesives and high-quality materials resulting from Brady's industry-leading R&D efforts and extensive testing. So ID PAL labels stick stronger and longer on your toughest surfaces — from wire and cable to highly textured plastics — even in harsh environments like exposure to solvents, chemicals, extreme temperatures, and abrasion.



Labels to match your jobs.

Label Cartridge Selection Chart

Application*	Material/Color	3/8" / 9mm	1/2" / 12mm	3/4" / 19mm	Roll Length
	Nylon Cloth B499/Black on White	PAL-375-499*	PAL-500-499*	PAL-750-499*	19' / 5.8m
	Vinyl B439/Black on White**	PAL-375-439*	PAL-500-439*	PAL-750-439*	21' / 6.4m
	Polyester B430/Black on Clear	PAL-375-430*	PAL-500-430*	PAL-750-430*	21' / 6.4m
	Polyester B423/Black on White	PAL-375-423*	PAL-500-423*	PAL-750-423*	21' / 6.4m

** Available in other colors

Plus ... each cartridge comes preloaded with its own application-specific ribbon.

*Application Key

- Smooth/Flat Surface
- Wire/Cable/Curved Surface
- Textured Surface
- Highly Textured Surface

+ Catalog Number