BRADY®

Auto-Apply

Automatic labelling and identification systems

Cover every aspect of tracking and labelling

Obtain 100% traceability

Overcome costly downtime and inefficiency

Automatically applying labels has never been easier!

Brady's unique and patented range of hardware and consumables are the result of 25 years experience in automatic application. Brady knows how to overcome all the challenges of automatic label application and is able to create a solution tailored to your needs.

Hardware
Brady have developed a unique, patented label applicator that removes the problems of automating label application

- Zero queue – real time labelling
- Highly accurate in today's miniaturised world
- Patented label dispensing – no air and no misplacements
- In-line verification removes errors
- Proven reliability

Consumables
Brady have developed a range of labels specifically for the automatic labelling process, features of these include

- Zero cutting into the liner
- No adhesive bleeding
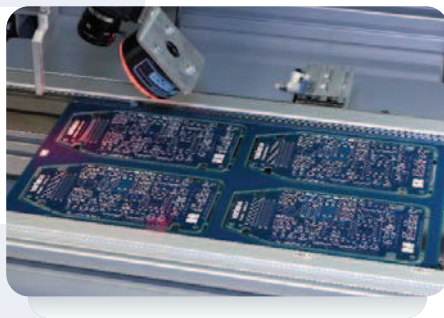- No label curling

Consulting and support
Brady's dedicated technical support ensures that you will receive the very best pre- and post-sales support available.

- Service technicians in most European countries
- Experienced automation engineers

Integration
Brady will work with you to ensure that you integrate any solution to the required performance level

- We work with virtually every major PCB handling company
- Assisting you with your own integration
- We can work with your preferred integrator
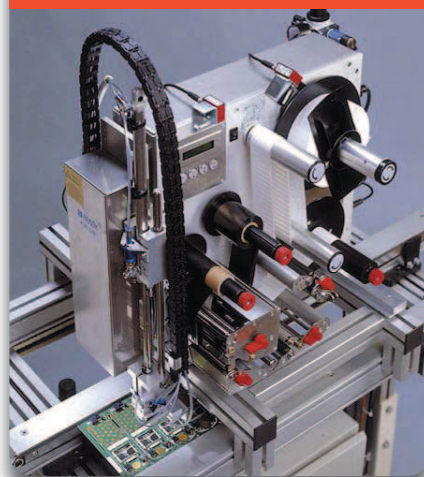- Data software and middleware to ease data management

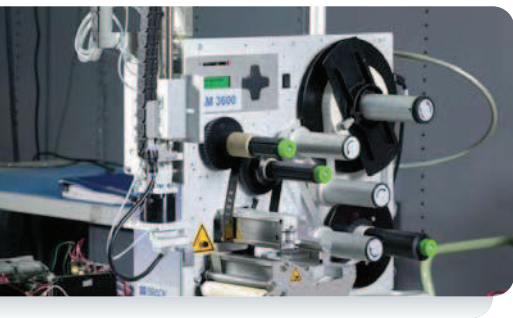# A complete labelling and identific

Consumables

Print and Apply

Brady's expertise in all fields of automatic labelling means they can offer a total solution.

Integration

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ation service

Why Auto-Apply?

Reduction of total unit costs
- Fast and efficient application
- Remove labour
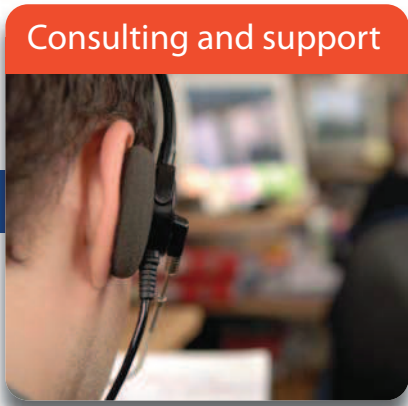- Easy tracking of defective parts
- Less time searching and testing

Greater yield and production
- Compliments your automated inspection systems
- More time producing quality product
- Measure and improve your manufacturing process
- Increases your efficiency
- Improves your manufacturing cycle
- WIP management

100% Traceability
- Ensures 100% traceability
- Reduces 'lost' time due to identification
- Always identify in the right place
- Meet your customers expectations
- Consistent quality

Consulting and support

Label or laser for your application?

When to choose label or laser	Label	Laser
No consumables required	No	Yes
Less than 4mm x 4mm	No	Yes
Can re-work errors	Yes	No
Can mark/identify any surface	Yes	No
Can mark/identify any PCB construction	Yes	No
Obtains maximum contrast	Yes	No
Most cost-effective barcode scanning	Yes	No
Easy-to-read 1D and 2D barcodes	Yes	No
PCB free from dust/no dust extraction	Yes	No
Lowest cost capital investment	Yes	No
Easy and low-cost maintenance	Yes	No
No health and safety hazards (fire, radiation,extraction, fumes)	Yes	No
Low-voltages, energy efficient	Yes	No

What other questions should I ask?
Once you are convinced that labelling is the best solution, you still need to know how to deal with placement accuracy, temperature/chemical resistance, speed and readability.

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PAM3600 Applicator – the engine of choice for integrators

Features

- Unique dispenser mechanism ensures accurate and reliable label dispensing on a variety of materials
- No need for air support eliminating 'flying label syndrome'
- Tamp and Blow nozzles to accommodate different material thicknesses
- Zero print queue, enabling same time labelling and eliminating potential for error
- Can apply labels as small as 3.18mm high x 5.0 wide mm
- Ability to verify every barcode to ensure 100% traceability
- Multiple levels of potential integration – from stand alone, footswitch activated to PLC interface

The Pam3600 offers precision, versatility and high print quality for a minimal investment. A truly unique system in a class of its own.

66 *Tier one automotive electronic customers have reported a 70% saving in labour costs and a substantial increase in production efficiencies.* **99**

When and where do you identify?

Labels can be applied at any stage of your production process, depending on what best suits your needs. Brady will work with you to establish exactly where you can obtain the traceability you require.
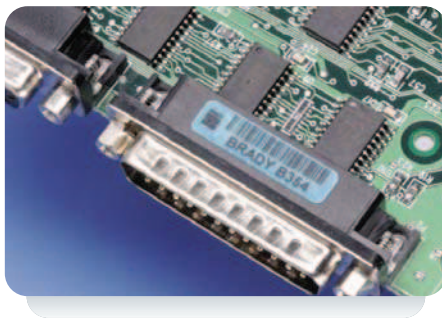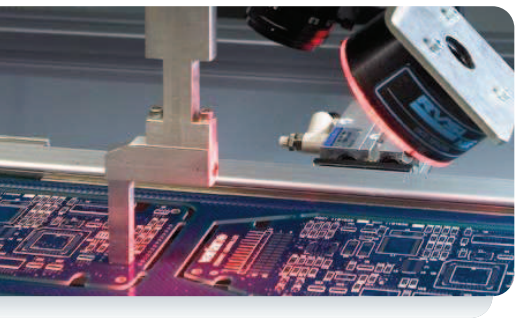
Batch identification
Many companies prefer to label their product in batches, prior to main assembly. Once labelled, their product can be taken to the main production process for full assembly.

In-line identification
PAM3600 can be integrated into your production line at any stage of the process. Most often used at the very beginning of the process to offer 100% traceability.
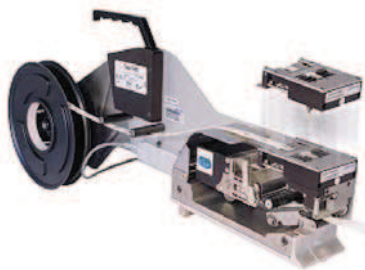
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Label feeders

Brady have partnered with Hover-Davis, the world leader in feeder technology. Brady's specially developed clean liner technology labels are pre-approved by Hover-Davis, offering customers assurance that systems and consumables are closely matched and suitable for the demands of both automatic application and the PCB production process.

Hover-Davis feeders are available in either Label Present (LP) or Print on Demand (POD) versions.

LP feeders are currently compatible with the following machines:
- Fuji
- Panasonic
- Siemens
- Juki
- Assembleon
- MyData
- Universal
- Samsung

POD feeders are currently compatible with the following machines:
- Fuji
- Panasonic
- Siemens
- Universal

The high-performance auto-apply systems that Brady supplies are the result of many years of research into automatic label application.

The demands of auto-apply are tough: products may have to withstand harsh and extreme environments, lifetimes vary and often exceed a decade, systems must integrate smoothly into the production processes and must also support high-volume manufacturing with stringent quality standards. This is a demanding challenge. Three factors have driven Brady's success in addressing the needs of its auto-apply customers:

Technical expertise
Brady is a specialist labelling systems supplier. Our R&D endeavours are devoted to labels, inks, substrates, production machines and system software.
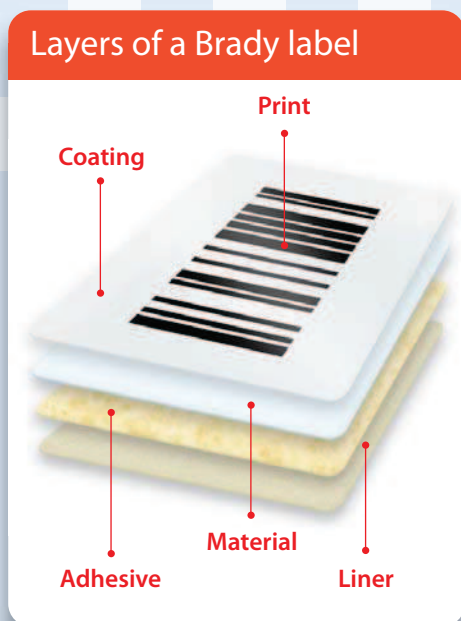
Market knowledge
Consistently, over a period of many years, Brady has been focused on supplying a durable range of labels for a range of applications requiring auto-apply. Through constant engagement with our customers, we have come to understand a diversity of requirements.

Dedicated service and support
It is important to deal with suppliers who talk your language. That is why we make available dedicated sales and technical support staff covering a range of industries and applications. Their experience in helping customers implement process efficiencies and traceability programs means you get the labelling system you need.

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Brady has the labelling expertise you need

Labels are three dimensional and Brady understands that each layer must be considered separately, otherwise the entire labelling system can suffer from downtime, inefficiency and inflated production costs. Brady's qualified engineers have the knowledge to solve these auto-apply challenges.

Layers of a Brady label

Print
Coating
Material
Adhesive
Liner

Efficient label tec

Clean Liner Technology (CLT) is the latest development from Brady designed to maximise production efficiency.

CLT labels utilise the latest converting technology to offer an unparalleled label quality.

Over-cutting

Liner after conventional die cutting

Print
Correct ribbon use prevents text from fading and wearing. Brady's printing technology meets the highest standards.

Coating
Choosing a material with the appropriate coating. Selecting a material with the appropriate coating is critical to both print quality and print durability. Brady's material coatings are carefully formulated to match our thermal transfer ribbons, achieving industry leading print performance.
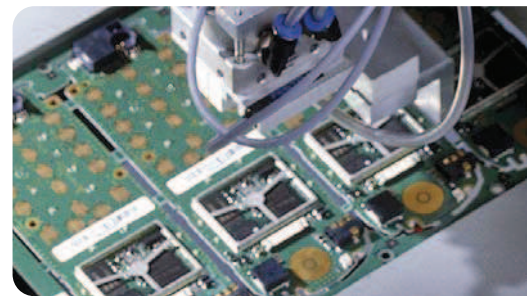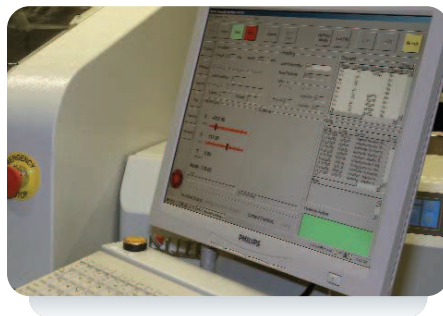
Materials
Selecting the right material is critical to auto-apply and your production process; the correct material needs to be able to be dispensed reliably by the applicator, while withstanding the high temperatures and chemicals in your production processes and so maintain the integrity of the data on the label.

Adhesive
Correct adhesives allow labels to lift from liners and stick permanently to your products. Brady's research into adhesives ensures labels last even in very harsh environments.

Liner
Brady Clean Liner Technology (CLT) makes sure that labels are provided without any excess adhesive, allowing clean lifting of the label.

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hnology

In previous identification systems, the majority of auto-application failures derive from over-cutting. Brady's CLT can guarantee that absolutely no over-cutting into the liner will occur, saving you time and money.

Clean Liner Technology

Liner with Clean Liner Technology

Features and benefits

- NO over-cutting into liner
- NO adhesive bleeding
- NO label curling

- No dispensing problems
- Maximum efficiency
- Lower production costs

Are your labels clean?
Put your labels to the test

Try this with different labels to see how we could help you improve the efficiency of your production.
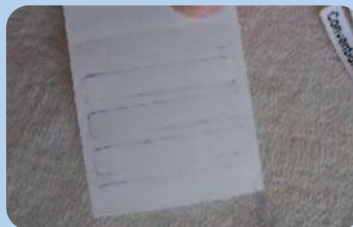

Remove a few labels from the liner.

Draw onto exposed liner with an ink pen.

Wipe liner with a cloth.

The remaining ink is a representation of the amount of over-cutting into the liner.

This gives an estimate of the amount of downtime that might be caused by the particular liner.

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