

# BBP™72

## Double Sided Printer



### Product Description

BBP™72 is a 4-inch wide, thermal transfer printer designed specifically for simultaneous printing on both sides of a sleeve with minimal waste and fewer errors. The BBP™72 is a more efficient and effective solution for double-sided sleeve printing in the ADM market.

- Data printed onto two sides of each sleeve allows for 360° visibility
- Single-pass printing onto both front and back sides of sleeves simultaneously - saves time and reduces errors
- High functionality at an affordable cost
- Compatible with LabelMark™ 4 and BradySoft 8.5 software for easy label design
- Enables Brady to offer complete solution to the ADM market (Specifically Rail/Mass Transit)
- Available with BRADY360™ Comprehensive Customer Care

### Product Features & Benefits

BBP™72	
Features	Benefits
Two printheads	Prints data on both sides of sleeves, improves legibility and better meets the specifications of customers within the ADM market.
Single-pass printing onto both the front and back sides of sleeves simultaneously	Eliminates the step of running a sleeve through the printer twice, which saves half the time, reduces errors, and minimizes waste.
Print from LabelMark and BradySoft software applications	Expands the capabilities of your printer. LabelMark and BradySoft offer more features and applications.
BRADY360™ Comprehensive Customer Care	3-year extended warranty (2 years longer than competition) and additional services & benefits that enhance customer confidence.

## Target Markets / Users & Applications

### Target Markets:

- Rail / Mass Transit
- Aerospace
- Any market needing two-sided printing

### Users:

- Electrical Equipment manufacturers (Rail/Mass Transit, Marine, Aerospace, Military)
  - Wire Harness manufacturers
  - Automation/Control Panel Builders
- Any high-volume sleeve user who requires two-sided printing

## Packaging / Catalog Numbers / Pricing / Discount Group

Catalog Number	Description	US List Price	UOM	Discount Group
BBP72-34L	BBP72-34L DOUBLE SIDED PRINTER	\$9,500	Each	D
BBP72-BASIC	BBP72-34L PRINTER W/BASIC BRADY360	\$9,850	Kit	D
BBP72-PREFERRED	BBP72-34L PRINTER W/PREFERRED BRADY360	\$10,300	Kit	D

## Materials

The following materials have been tested and are approved for printing in the BBP™72

PermaSleeve™ Double Sided Sleeves			
Part Description	Sleeve Height	Sleeve Width	Approximate Wire Gauge
3PS-094-2-XX	.182" (4.62 mm)	2" (50.80 mm)	28-18
3PS-125-2-XX	.235" (6.00 mm)	2" (50.80 mm)	22-16
3PS-187-2-XX	.335" (8.51 mm)	2" (50.80 mm)	18-12
3PS-250-2-XX	.439" (11.15 mm)	2" (50.80 mm)	16-10
3PS-375-2-XX	.645" (16.38 mm)	2" (50.80 mm)	12-6
3PS-500-2-XX	.851" (21.62 mm)	2" (50.80 mm)	8-1
3PS-750-2-XX	1.25" (31.75 mm)	2" (50.80 mm)	6-4/0
3PS-1000-2-XX	1.66" (42.16 mm)	2" (50.80 mm)	1-500

\* Recommended ribbon series; R4300, R6600.

## Materials

Heatex™ Double Sided Sleeves			
Part Description	Sleeve Height	Sleeve Width	Approximate Wire Gauge
2HSZDS-094-X-XX	.094" (2.40 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	18-16
2HSZDS-125-X-XX	.126" (3.20 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	18-12
2HSZDS-187-X-XX	.189" (4.80 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	14-10
2HSZDS-250-X-XX	.252" (6.40 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	12-8
2HSZDS-375-X-XX	.374" (9.50 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	8-4
2HSZDS-500-X-XX	.500" (12.70 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	3-1
2HSZDS-750-X-XX	.748" (19.00 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	2-250
2HSZDS-1000-2-XX	1.00" (25.40 mm)	1.969" (50.01 mm)	1-500
2HSZDS-1500-2-XX	1.50" (38.10 mm)	1.969" (50.01 mm)	-
2HSZDS-2000-2-XX	2.00" (50.80 mm)	1.969" (50.01 mm)	-
HSDS-094-X-XX	.094" (2.40 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	18-16
HSDS-125-X-XX	.126" (3.20 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	18-12
HSDS-187-X-XX	.189" (4.80 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	14-10
HSDS-250-X-XX	.252" (6.40 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	12-8
HSDS-375-X-XX	.374" (9.50 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	8-4
HSDS-500-X-XX	.500" (12.70 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	3-1
HSDS-750-X-XX	.748" (19.00 mm)	.984" (24.99 mm) / 1.969" (50.01 mm)	2-250
HSDS-1000-2-XX	1.00" (25.40 mm)	1.969" (50.01 mm)	1-500
HSDS-1500-2-XX	1.50" (38.10 mm)	1.969" (50.01 mm)	-
HSDS-2000-2-XX	2.00" (50.80 mm)	1.969" (50.01 mm)	-

\* Recommended ribbon series; R4300, R6400, R6600.

We do not recommend this printer for single-sided printing since two ribbons must be loaded in order for the printer to work. This means there would be unnecessary ribbon waste.

## Promotional Tools / Programs

- Updated webpage w/ link from homepage
- Sell Sheet
- Competitive printer comparison chart

