

## Obsolescence of IDXpert and LABXpert label cartridges



### **20 years of printing with Brady's IDXpert and LABXpert printers is coming to an end**

The IDXpert and LabXpert portable printers have been of great value to our customers and to Brady. It is with regret that we are forced to announce the end of life for all IDXpert and LabXpert cartridges.

- Production of IDXpert and LABXpert consumables has been stopped due to supply chain challenges
- Cartridges will be completely obsoleted once inventory is fully depleted
- Help your customers update to a newer Brady portable printer

### **Supply shortage**

As Brady responds to global supply chain challenges, we are forced to stop production of all IDXpert and LABXpert cartridges with immediate effect. Existing inventory will be depleted and no new IDXpert and LABXpert cartridges will be produced.

### **Alternative solution at half price**

With our BMP61, BMP51 and BMP41 Label Printers, we have great alternative portable printing solutions for impacted customers.

These printers offer more label materials, in more sizes and more colours.

To help migrate customers, the BMP51 printer will be offered at 40% of the official price until July 31, 2022.\*



The **BMP51 Label Printer** comes with a rechargeable Li-ion battery enabling the system to print more than 3,000 labels on a single charge. The BMP51 Label Printer quickly prints reliable labels **up to 38mm wide** that optimally perform throughout lab sample processing and other critical applications such as datacom or electrical labelling.

### How to enable a fast transition?

Brady is committed to assisting you and your customers in this transition. For your use and reference, the complete list of impacted parts, the cross reference holding the M-series alternatives and the flyer showing the BMP51 promo are available in the portal. Next to that a tri-fold insert is being added into every IDxpert and LABxpert cartridge box, and a label on the outside of the box informs customers that these cartridges will soon be obsolete.

Use these tools and promo offer to reach out to your customers and help them select the most appropriate printer for their application.

Should you have further questions, please contact your local Brady representative for more information.

\*-40% on the BMP51 label printer from Brady upon confirmation of the current Idxpert or Labxpert serial number. No printer return required. Cannot be combined with other promotions. Action valid until 31/07/2022.