



OFFICIAL PARTNER 2024

GOLD



GSH IDENTIFICATION SOLUTIONS B.V.



**Immediately recognise every  
cable, server and component**

**Data centre identification guide book**

# Why this Guide?

Digitisation accelerates across many industries, and data centre capacity is keeping pace. Increasing needs for security, speed and capacity result in expansion, modernisation, relocation, higher server and router port densities and variable panels.

All of this will require flexible identification solutions that support highly efficient data centre professionals to deliver their best work fast.

This guide offers a high-level overview of the identification solutions Brady offers to data centre customers. We are looking forward to building a strong relationship with you too.





# Contents

- 4** Common identification issues
- 5** Relevant labelling guidelines
- 6** Sticks to stay attached
- 7** No cable damage
- 8** All cable diameters covered
- 9** Cable bundle identification
- 10** Metal nameplate look
- 11** Untouched by heat
- 12** Easily identify every port
- 13** Automated inventory audits
- 14** Secured data centre labelling
- 15** Design your own labels
- 16** Print your own labels



# Common identification issues

## Remove all guesswork

Unlabelled cables, ports, servers, routers and racks can make even the most professional system administrators lose heart.

Many labels commonly used in data centres become detached and fall to the ground, deteriorated by server generated heat.

Other labels never seem to come off at all, especially when a server needs to be moved and relabelled.

And do your server port labels truly match port width?

**Discover our reliable range of identification solutions, dedicated to solving data centre labelling issues.**



# Relevant labelling guidelines

## Norms & standards

Before you start labelling, it is a good idea to set up a standard that is easily understood by all coworkers. Existing data centre labelling standards can help:

**TIA-606-C:** Telecommunications Industry Association standard that establishes a minimum level of information that should be included on cable labels.

**EN50174-1 clause 7:** European Standard that specifies requirements for information technology cabling, including general rules on cable labelling.

**EN50700:** European Standard that specifies the optical fibre access network cabling within multi-subscriber premises, intended to support deployment of optical broadband networks.

# Sticks to stay attached

## Professionally designed labels

Labels are arguably only as valuable as their ability to stick to the surface they are applied to.

That is why our scientists research and design label constructions that stick, and stay attached. Label materials and adhesives are selected carefully, analysed, combined in Brady labels, and tested against DIN & UL standards before we offer them to you.

Send us an email for a sample pack to discover just how much our solution will stick with your data centre.



**Send us an email**



# No cable damage

## Careful fibre optic identification

Immediately recognise any fibre optic cable to speed up troubleshooting and network refreshes.

Our flag labels minimise cable contact surface to prevent cable damage during application or removal. At the same time, they maximise space to print cable tracking data.

With our automated print & apply systems, fibre optics can also be label wrapped mechanically, in 5 seconds per label, without reducing cable data throughput.

# All cable diameters covered

Wraps, flags and tags

From the tiniest wire to the thickest cable, all can be reliably identified with the right label.

We offer our wrap-around labels, flag labels and cable tags in a wide range of colours and sizes to properly identify any cable.



# Cable bundle identification

Printable. Grippable.  
Repositionable.

Are your cable bundles held together with Velcro® One-Wrap?

Our Print-on Hook Material is a one-of-a-kind solution that allows identification to be easily printed and placed on bundles. A grippy backing makes it easy to reposition or remove, so no need for costly rework or recreating the label. Just print on and place – it's that simple.





# Metal nameplate look

When it needs to stand out

Need to identify neat racks to better  
guide sys admins to the right spot?

Use our raised profile label  
that looks just like a nice metal  
nameplate, at a fraction of the cost  
and time needed to create them.

Alternatively, if you plan to move  
racks anytime soon, use removable  
labels to maintain a logical rack  
serialisation.



# Untouched by heat

The ultimate in reliability

Brady labels do not fade, shrink, peel, tear or fall when exposed to heat generated by servers and other electronic equipment.

Our labels will stay in place, remain legible and be there for you when you need them the most.



# Easily identify every port

A match made in millimeter

To quickly reconnect cables, identifying every port is as important as labelling every cable.

Our server and router port labels can be finetuned easily to perfectly fit various port sizes, resulting in neatly identified ports that remove all guesswork.



# Automated inventory audits

## On-metal RFID technology

Automate inventory audits and check the whereabouts of each server in a few clicks.

Our on-metal RFID label circumvents Faraday's laws to send a radio signal even when applied to a metal surface.

Combined with server room inventory lists, RFID scanner gates at room exits, and a label on each server, inventory reports and physical server whereabouts can be shared at the click of a button.



# Secured data centre labelling

Embedded NFC technology

Keep cable or server labelling secure by moving sensitive data to a label embedded NFC chip.

Data on our NFC labels can be encrypted, and coupled to a user management to enable secured and differentiated data access via Smartphone-apps, RFID pens and/or scanners.

Quickly print and program, or reprogram, labels at your premises with our professional RFID printers for complete identification flexibility.





# Design your own labels

Select the apps you need

Easily design any label you need to identify data centre cables and components.

Save label templates and source label data from databases. Add logos, barcodes, symbols and serial numbers, all in a couple of clicks.

Select the label design apps you need from our Brady Workstation platform, after trying them 30 days for free!



**Get a 30-day  
free trial!**

# Print your own labels

## Increase labelling flexibility

Why wait for label orders and store towers of label rolls in a backroom, when you can simply print the label you need, when you need it?

We offer a wide range of professional label printers to cover any label printing need in data centres.

Easily print from your phone, from a laptop, an on-board keypad, or use our automated systems to print and apply a cable label in 5 seconds.



**Get a free demo  
at your premises!**







# ▶ Print from your phone!



Scan or click

**Express  
Labels Apps**

Use our Express Labels Apps to easily design, source data and print labels with your smartphone and our M211 Label Printer.

**Africa**

Randburg, South Africa  
Tel: +27 11 704 3295  
africa@bradycorp.com

**Benelux**

Zeel, Belgium  
Tel: +32 (0) 52 45 78 11  
benelux@bradycorp.com

**Central & Eastern Europe**

Bratislava, Slovakia  
Tel: +421 2 3300 4800  
central\_europe@bradycorp.com

**Denmark**

Odense  
Tel: +45 66 14 44 00  
denmark@bradycorp.com

**France**

Roncq  
Tel: +33 (0) 3 20 76 94 48  
france@bradycorp.com

**Germany, Austria & Switzerland**

Egelsbach, Germany  
Tel: +49 (0) 6103 7598 660  
germany@bradycorp.com

**Hungary**

Budaörs  
Tel: +36 23 500 275  
central\_europe@bradycorp.com

**Italy**

Gorgonzola  
Tel: +39 02 26 00 00 22  
italy@bradycorp.com

**Middle East FZE**

Dubai, UAE  
Tel: +971 4881 2524  
me@bradycorp.com

**Norway**

Kjeller  
Tel: +47 70 13 40 00  
norway@bradycorp.com

**Spain & Portugal**

Madrid, Spain  
Tel: +34 900 902 993  
spain@bradycorp.com  
portugal@bradycorp.com

**Sweden, Finland, Baltic States**

Kista, Sweden  
Tel: +46 (0) 8 590 057 30  
sweden@bradycorp.com

**Turkey**

Istanbul  
Tel: +90 212 264 02 20 / 264 02 21  
turkey@bradycorp.com

**UK & Ireland**

Banbury, UK  
Tel: +44 (0) 1295 228 288  
uk@bradycorp.com

**We identify and protect people,  
products and premises.**

**www.bradyeurope.com**

**Uw Brady disributeur**

GSH Identification Solutions B.V.  
Lelystraat 93 K  
3364 AH Slidrecht  
Tel. +31 184 421 859  
www.gsh-id.nl  
info@gsh-id.nl  
www.bradywebshop.nl

