



PRODUCT MANAGEMENT

Brady Australia Pty Ltd  
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## Introducing B-350 Water Indicating Label Material

### Key Product Data

Brady is pleased to announce the availability of B-350 water indicating label material. B-350 is thermal transfer printable and will show evidence if a product was improperly handled and exposed to water.



Before



After

#### Features:

- Provides clear evidence of water contact – turns from white to red
- Colour change becomes permanent, even after prolonged submersion in water
- Withstands heat and humidity aging without false indication
- Hand application of labels will not cause false indication
- Printable via thermal transfer ribbons (R6000 and R4900 series)
- Available preprinted by Brady using flexographic or screen inks
- High performance acrylic adhesive
- Available in thermal transfer printable label configurations or smaller indicating markers
- When supplied in thermal transfer printable configurations, the label will serve a dual role (identification and water contact indication)

#### Benefits:

Providing clear evidence of water intrusion for customer:

- Control of invalid warranty claims
- Failure analysis
- Design assistance
- Trouble shooting (service and repair)

### Part Number and Pricing

	Catalog No.	Label Size (in) W X H	Label Size (mm) W X H	Qty Per Pkg.	UPC Part No. NAED No.	List Price Ex GST 1- 3 units	List Price Ex GST 4+ units
1	WIL-1-350-5*	0.16" DIA circle	4.1mm DIA circle	5,000	80907	\$188.00	\$174.84
2	WIL-1-350-20*	0.16" DIA circle	4.1mm DIA circle	20,000	80908	\$640.00	\$595.20
3	THT-70-350-5	0.25" x 0.25"	6.4mm x 6.4mm	5,000	80909	\$335.00	\$311.55
4	THT-70-350-20	0.25" x 0.25"	6.4mm x 6.4mm	20,000	80910	\$1,140.00	\$1,060.20

\*The WIL parts are not provided in a format & size acceptable for thermal transfer printers. They are to be used only as a water indication label.

## Customers & Applications

The target market for B-350 is Electronics, specifically in the assembly, repair, and accessories areas for the following products:

- Mobile phones and 2-way radios
- Electronic handheld devices
- Digital cameras and camcorders
- PCs (desktops, notebooks, ultraportables)
- DVD Players
- Video Game Consoles
- Data Projectors

Secondary markets:

- Aerospace
- Marine
- Transportation
- Construction

## Rep & Distributor Support Tools

- "New From" form
- B-350 Technical Data Sheet
- Listing on Brady security website – [www.bradysecurity.com](http://www.bradysecurity.com) (note: this security focused site can also be referenced from the [www.bradyid.com](http://www.bradyid.com) site)
- Shown in new Identification Solutions General Catalogue – available soon
- Shown in new Security Solutions brochure (Y333859) – available soon

## Competition

There are several different indicators currently being used around the world. Several samples of these various indicators have been tested side-by-side with B-350. Each indicator performs slightly different, however most failed in one of the following areas:

- The indicator gave a "false positive" reading
- The indicating ink doesn't provide a clear indication of being contacted by water.
- The indicator is not capable of holding printed information
- The indicator took an extended period of time to show the water exposure (5+ minutes)

## Inventory Situation

- All stock parts listed will be available for sale at time of launch. Please contact a Brady customer representative for inventory availability.

## Distributor Margin

- Authorised ISST Distributors receive the standard earned discount (I discount)

## Return Goods Policy

- Standard Return Policy from Distributor Policy applies.