

 **BRADY**

# M610

**LABEL PRINTER**

**The durability**  
your work demands

# Portable just got **MORE POWERFUL**

Get advanced performance in the field with a labeler that's durable to the core, the M610 Label Printer. It handles your toughest industrial applications – wire, cable, component ID – fast and efficiently. Rugged for the field. Dependable in the shop. With the M610, you can manage label data more ways. Save and store labels on board. Print with ease on demand. For a trusted and reliable partner in the field, choose the M610.

The M610 Label Printer.

**Works as hard as you do.**



**Resistant to military-grade shocks (MIL-STD-810G) and 6-foot drops**



**Print 4,500 labels on a full charge**



**Wider operating temperature range (0°-115°F)**



► Learn more at [BradyID.com/M610](https://BradyID.com/M610)  
or scan to watch the overview video



# Better performance

# **DURABLE TO THE CORE**

Get the job done right on any jobsite with the M610. It goes where you go, outperforming your every expectation. Extra-rugged by design, it withstands everyday drops and shocks, plus lasts longer, increasing your uptime while saving on costs. Create labels with the keypad or app – your choice, as is the way you import and save files, lists and graphics. Do more with the M610.

800+ label options and 50+ material options

Crisp printing with 300-dpi printhead

Optional Bluetooth

Large color display

Operates in extreme temps  
(0-115 F°, -17 - 46 C°)

Rugged industrial design withstands 6' drops and military-grade shocks





**A** Prints up to  
2 inches per  
second



**B** Easy material  
loading with bulk  
roll options



**C** Rechargeable  
Li-ION battery  
prints up to 4,500  
labels on a single  
charge



**D** USB port to import  
and save files, lists  
and graphics



## M610 Accessories

Time-saving tools to get  
the job done. See page 40

# ADVANCED PERFORMANCE

## in the facility or the field

Do more every day with the rugged M610. Choose how you work, entering data multiple ways, whenever and wherever your work takes you.

### The durability your work demands



Rugged, industrial design – withstands 6' drops and military grade shocks



Operates in extreme temps – use for applications in 0°F – 115°F



Advanced battery technology – prints 4,500 labels on a single charge

### The widest range of data entry options



Stay connected wherever your work happens with enhanced Bluetooth technology



Easily import and export label files any way you choose



Upload lists and graphics to the printer through USB 2.0 port (Type A and B) or USB flash drive



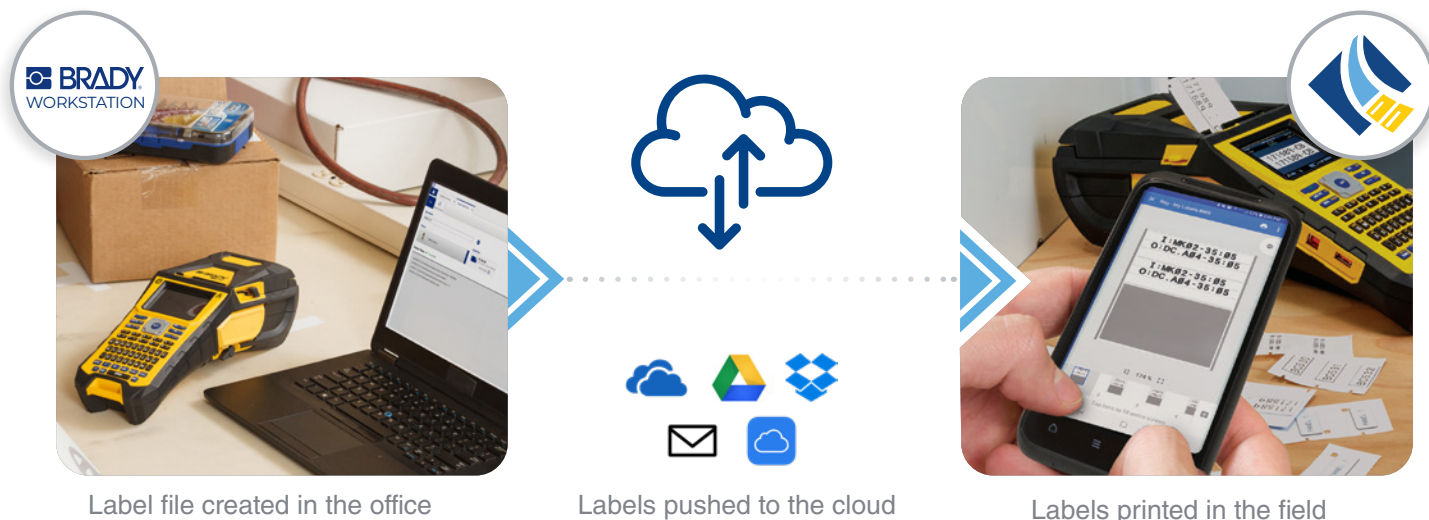
Save and store labels on board. Easily print from wherever your work takes you.



Design and print labels with text, barcodes, shapes and images using the printer keypad, mobile device keyboard or desktop software

# More data entry options to get the job done

Create identification the easy way with the M610 printer + software system. With it, you can design and print labels seamlessly – wherever and whenever you need them.



## Brady Workstation software & Express Label Mobile app:

- ▶ 20+ barcode types
- ▶ 85+ fonts
- ▶ 1,400+ symbols
- ▶ Microsoft Excel data imports
- ▶ Label sequencing
- ▶ Label saving and sharing
- ▶ Accurate print preview
- ▶ Real-time printer status

\*Bluetooth printer model is required to use the Express Labels app

## Work the way your work demands



**PRINTER KEYPAD**



**MOBILE APP**



**DESKTOP SOFTWARE**

# THE RIGHT LABEL

## from the right partner

### Durability meets versatility

The M610 works hard behind scenes so you can maintain high performance and work seamlessly. Driven by smart technology, it communicates with label materials and software for smoother label setup and printing. It recognizes and adjusts to material size, type, color, quantity and compatibility, plus sets up proper burn settings and print speed. Simple and intuitive, the M610 system practically runs itself.

### Your time- and cost-saving benefits include:



**DECREASED  
SETUP TIME**



**FEWER  
LABEL ERRORS**



**COMPLIANT  
LABEL CREATION**



**REDUCED  
MATERIAL WASTE**

## Get the job done right on any jobsite

Optimize your performance with Brady materials



### STANDARD ROLLS

- ▶ Get the job done with over 50 high-performance materials and 800+ label options



### BULK BOXES

- ▶ Save more by buying in bulk: more than 14 materials and 117+ label options.



### CUSTOM OPTIONS

- ▶ Have specific needs? Enjoy unlimited custom label options in 67+ different materials.



### Enjoy a more premium labeling experience with optimized Brady Authentic materials

Authentic materials work seamlessly with Brady printers to produce enhanced performance and reliability you just don't get with materials from the "other guys." Get authentic. Get better with Brady.