

BBP®12 Label Printer



BradyID.com/bbp12

Efficiency,
versatility and
performance –
all packed into
one multi-use
label printer.

BBP®12
LABEL PRINTER



With high speed printing, a small footprint and a simple, user-friendly design, the BBP®12 Label Printer packs a lot of punch into one compact tool.

From general identification to adhesive wire and asset tracking labels, the BBP12 label printer offers a variety of high performance materials.

Simple, Efficient Design

- Specifically designed small-core media rolls and ribbons provide fast installation and reduce change-over time
- Compatible with 3"-core media rolls if using the external media holder (sold separately)
- Easy set-up & calibration
- Compact size won't clutter your workplace or bench

Performance

- Sharp 300 dpi printing on labels up to 4" wide
- Fast print speed – up to 4 inches per second
- Over 800 varieties of labels, including external-feed bulk rolls and custom parts
- Centering ribbon spindle virtually eliminates ribbon wrinkle

Complete the Brady BBP®12 Printing System with

- Brady LabelMark™ Labeling Software

For more information, contact your Brady representative or
visit BradyID.com/bbp12.

Printer Specs

Physical Properties	
Enclosure	Clamshell mechanism design
Dimensions	10.21" (L) x 7.99" (W) x 7.54" (H) 259.3 mm (L) x 203 mm (W) x 191.5 mm (H)
Weight	5.07 lb (2.3 kg)
Printing Method	Thermal Transfer and Direct Thermal
Resolution	300 DPI
Print Speed	4 ips
Ribbon capacity	360 ft (110 m), 0.5" core
Label roll capacity	5" OD (8" with external media holder)
Electronics	
Processor	32-bit RISC CPU
Memory	128MB Flash memory, 64MB SDRAM, SD card slot, up to 32 GB
Power	External universal switching power supply
Operation switch, button, LED	One power switch, 6 operation buttons, 2.3" color LCD Display, One LED (3 colors: green, amber, red)
Sensors	Gap transmissive sensor, Black mark reflective sensor, Head open sensor, Ribbon end sensor
Interface	
Interface	USB 2.0 (high speed mode), RS-232C (Serial), Internal Ethernet, USB host
Bar Code	
1D bar code	Code 39, Code 39 with check digit, Code 93, Code 128UCC, Code 128 subset A, B, C, Codabar, Interleave 2 of 5, Interleaved 2 of 5 with check digit, EAN-8, EAN-13, EAN-128, UPC-A, UPC-E, MSI, MSI with check digit, PLESSEY, POSTNET, Logmars, Code 11, Code 49, China post, ITF14, TELEPEN, TELEPENN, PLANET, Deutsche Post Indentcode, Duetsche Post Leitcode
2D bar code	GS1 DataBar, GS1 DataMatrix, Maxicode, AZTEC, PDF417, QR Code, Micro PDF 417
Fonts	
Internal fonts	8 alpha-numeric bitmap fonts Monotype Image® true type font engine with one CG Triumvirate Bold Condensed scalable font
Command Set/Printer Language	
TSPL-EZ™ (compatible to EPL, ZPL, ZPLII)	
Media	
Media type	Continuous, die-cut, fan-fold, tag, notch, black mark
Minimum label height	0.39" (9.9 mm)
Media width	0.79" - 4.6" (20 - 118 mm)
Max print width	4.15" (105.6 mm)
Media holder	1" and 1.5" core (3" core with external media holder)
Media thickness	0.002" - 0.0075" (0.06 - 0.19 mm)
Environment Condition	
Operation	41°F–104°F (5°–40°C), 25–85% non-condensing
Storage	-40°F–140°F (-40°–60°C), 1 0–90% non-condensing
Safety Regulation	
FCC, CE, EAC, RCM, C-UL US, TUV/Safety, CCC	
Environment Compliant	
RoHS, WEEE	



* Printer with media holder
available for 3" core rolls.

Part Number	Description
BBP12-US	BBP12 Label Printer
BBP12-US-LM	BBP12 Label Printer with LabelMark™ 6 Pro Software
BBP12-U	BBP12 External Media Holder (for 3" core rolls)



Brady360® 5-Year Warranty

We have you Covered.

We always stand behind our products to make sure they exceed your expectations and to deliver you an unrivaled customer experience. We've strengthened our commitment to you with a **5-year printer warranty standard and free of charge** on our benchtop printer models.*

Our 5-year warranty covers repair parts & labor, one print head replacement, a free loaner printer, a stress-free printer setup session, and much more. You also have access to additional fee-based support, including an on-site repair service, custom programming and advanced integrations services.

*Excludes repairs due to negligence, Wraptor™ model and handheld models. See www.BradyID.com/brady360 for full details & restrictions.

For more information, contact
your Brady representative or visit
BradyID.com/bbp12.

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