Advanced handheld label printing

M610 Label Printer & M611 Label Printer

About
BRADY

Once you have worked with BRADY, our name will stick with you, (just like our labels) because BRADY is one of the world's leading labelling and identification specialists.

Innovative

At BRADY we continue to improve. We have many customers from all industries, and we strive to be ahead of their needs by continuing to invest in research for even more performant solutions. By developing more user-friendly and efficient concepts, we give our thousands of customers the best in the market.

Strength

At BRADY, we believe our biggest strength is the wide range of identification and safety solutions we can offer our customers, whether it's labelling the smallest component or complete signage for an entire warehouse. We're also proud to offer many products and services - from printers, scanners and software to service contracts and on-site training - that compliment any identification job. And don't forget, our wide network of expert distributors can always offer you a tailor-made solution to meet your specific requirements.

Trust

For over a hundred years, BRADY has been connected with quality, trust and stability. We demand the best for your products and services, because we know, better than anyone, the importance of good and reliable identification. Identification looks like a small detail, but every professional knows that this kind of detail is crucial to any business.

Inform

We also have specialised dealers in your region, who can answer all your identification, safety and labelling questions, specific to your activity. They will be happy to provide you with all kinds of options and solutions with no obligation.

Portable just got more powerful

Get the job done right! In the facility or in the field.

Get advanced performance in the field with a labeller 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.

Get more with these time-saving features:

- 50.8mm per second print speed
- Enhanced Gen3 li-ion battery
- Store and import data files from USB-thumb drive
- Import and save files, lists and graphics
- Design and print labels using the keypad, the mobile app or the desktop software
- Prints text, barcodes, shapes and images

Do more with enhanced capabailities:

1.8m drop military standard shock resistance

Print 4,500 labels on a full charge

Wider (-18° to 46°C) operating temp. range

PRINTER KEYPAD

MOBILE APP

DESKTOP SOFTWARE

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 1.8m drops and military grade shocks

Operates in extreme temps - use for applications in -18° to 46°C range

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.

Learn more at bradyeurope.com/M610

Scan to watch the overview video

Prints labels 6mm to 50.8mm in width: pre-sized, continuous, bulk and custom

Create custom labels on demand

800+ label options and 50+ material options

Crisp print with 300dpi printhead

Large colour display

Operates in extreme temps. -18° to 46°C

Optional Bluetooth

Intuitive QWERTY, AZERTY, QWERTZ or CYRILLIC keypad

Rugged industrial design withstands 1.8m drops and military-grade shocks

A — Prints up to 50.8mm per second

B — Easy material loading including bulk roll options

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

D — USB 2.0 port to import and save files, lists and graphics

BRADY

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

The durability your work demands

SMALL ROLLS

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

BULK ROLLS

Save more - buy in bulk:
more than 14 materials and 150+ label options.

CUSTOM OPTIONS

Have specific needs?
Enjoy unlimited custom label options in 70+ different materials.

Enjoy a more premium labelling experience with optimised 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 others. We've got you covered with the widest range of colours, finishes and targeted applications in the industry. Get authentic. Get better with Brady.

M610 Label Printer specifications

PRINTER

Description	M610 Label Printer
Includes	This printer ships in a hard case holding a USB cable, a quick start guide, a Li-ION Rechargeable Battery, an AC Adapter, a product USB (with product info and Windows driver), a Brady Workstation Software, a roll of M6-11-427 and an M61-R4310 ribbon.
Applications	Asset tracking Circuit board labelling Data and telecommunications labelling Electrical labelling General identification Wire and cable labelling Facility identification Safety identification
Print Speed (mm/sec)	50.80
Internal Memory Capacity	512 MB RAM, 256 MB Flash
Cutter	Manual cut
Keyboard Type	QWERTY, QWERTZ, AZERTY, CYRILLIC
Colour Capability	Monocolour
Language Support	Bulgarian, Croatian, Czech, Danish, Dutch, English (US), Estonian, Finnish, French, German, Hungarian, Italian, Norwegian (Bokmål), Polish, Portuguese, Romanian, Russian, Slovak, Slovenian, Spanish, Swedish, Turkish
Weight (kg)	1.41
Width x Height x Depth (mm)	107.19 x 328.42 x 106.42
Drop Test	Resistant to military-grade shocks (MIL-STD-810G) Resistant to 1.8 metre drops
Operating Temperature	-18°C - 46°C
Operating Humidity	10%-90% (non-condensing)
Storage Temperature	-40°C - 70°C
Storage Humidity	10%-90% (non-condensing)
Warranty	2 years

POWER SUPPLY

Auto Shut Off	User Configurable
Battery Type	Rechargeable Lithium-ion Battery
Power Supply	AC Adaptor Rechargeable Battery

DISPLAY

Display	LCD backlit graphics display Colour LCD Screen
Display Resolution	320 x 240 pixels

COMPLIANCE

Approval/Compliance	UL; FCC; cUL; IC/ISED; UL MEX; CofC; RCM

FONTS/GRAPHICS/SYMBOLOGIES

Text Sizes (pt)	4 - 170
Built-in Fonts	Brady Alpine Brady Fixed Width
Built-in Symbols	480
Bar Code Type	QR Code, Data Matrix, Code 128, Code 39, Interleaved 2 of 5, UPC-A, UPC-E, EAN-13, More through Brady WorkStation

MEDIA SUPPORTED

Materials Supported	FreezerBondz™ Polyester Heat-shrink Polyolefin High Temperature Heat-shrink Polyvinylidene Fluoride Sleeve Metallised Polyester Metallised Polyester with Polyester Overlaminate Nylon Cloth Paper Polyester Polyethylene Polyethylene Foam Laminate Polyester Polyimide Polyolefin Polypropylene Polyvinylfluoride Reflective Tape Self-laminating Polyester Self-laminating Vinyl StainerBondz™ Polyester Static Dissipative Polyester Tamper-evident Metallised Polyester Tamper-evident Polyester Tamper-resistant Metallised Vinyl Tamper-resistant Vinyl Vinyl Vinyl Cloth
Continuous vs Die-cut Labels	Continuous and Die-cut
Custom Labels	Yes
Smart Cell	Yes
Max. Label Width (mm)	50.80
Min. Label Width (mm)	6.40
Min. Label Height (mm)	5.99
Max. Liner Width (mm)	57.00
Min. Liner Width (mm)	20.62
Recommended Usage per Day	750

PRINTING FUNCTIONS

Serialisation	Multiple & Linked
Print Resolution (dpi)	300

SOFTWARE & CONNECTIVITY

Connectivity Options	USB 2.0 Standalone Use Bluetooth on selected models
Software Compatibility	Brady Workstation Windows based driver for 3rd party software use Express labels app

For videos and more information, scan or click the QR code.

BRADY

M610 Label Printer Kit

Article No.	Description
317790	M610 Label Printer - QWERTY UK
317791	M610 Label Printer - QWERTY UK with bluetooth
317792	M610 Label Printer - AZERTY
317793	M610 Label Printer - AZERTY with bluetooth
317794	M610 Label Printer - QWERTY US
317795	M610 Label Printer - QWERTZ with bluetooth
317796	M610 Label Printer - QWERTY US with bluetooth
317797	M610 Label Printer - QWERTY EU
317798	M610 Label Printer - QWERTY EU with bluetooth
317799	M610 Label Printer - CYRILLIC with bluetooth
317800	M610 Label Printer - AZERTY with bluetooth and Brady Workstation PWID Suite
317801	M610 Label Printer - AZERTY with Brady Workstation PWID Suite
317802	M610 Label Printer - CYRILLIC with bluetooth and Brady Workstation PWID Suite
317803	M610 Label Printer - QWERTY EU with bluetooth and Brady Workstation PWID Suite
317804	M610 Label Printer - QWERTY EU with Brady Workstation PWID Suite
317805	M610 Label Printer - QWERTY UK with bluetooth and Brady Workstation PWID Suite
317806	M610 Label Printer - QWERTY UK with Brady Workstation PWID Suite
317807	M610 Label Printer - QWERTY US with bluetooth and Brady Workstation PWID Suite
317808	M610 Label Printer - QWERTY US with Brady Workstation PWID Suite
317809	M610 Label Printer - QWERTZ EU with bluetooth and Brady Workstation PWID Suite

This printer ships in a hard case holding a USB cable, a quick start guide, a Li-ION Rechargeable Battery, an AC Adapter, a product USB (with product info and Windows driver), a Brady Workstation Design Software, a roll of M6-11-427 and an M61-R4310 ribbon.

Accessories

Article No.	Description
018556	Printer cleaning kit
150618	Protective softbag for portable printers
175671	Hard Case for M610 Label Printer
175672	Magnet for M610 Label Printer
175673	Rechargeable Lithium-ion Battery for M610/M710 printer
175674	Rechargeable NiMH Battery for M610/M710 printers

BRADY

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

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

Central & Eastern Europe
Bratislava, Slovakia
Tel.: +421 2 3300 4800
Email: central_europe@bradycorp.com

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

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

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

Hungary
Budaörs
Tel.: +36 23 500 275
Email: central_europe@bradycorp.com

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

Middle East FZE
Dubai, UAE
Tel.: +971 4881 2524
Email: me@bradycorp.com

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

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

Sweden, Finland, Baltic states
Kista, Sweden
Tel.: +46 (0) 8 590 057 30
Email: sweden@bradyeurope.com

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

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

Our mission is to identify and protect people, products and premises

To help minimise our impact on the environment, Brady limits its number of reprints.

Updated versions are always available for download on www.bradyeurope.com.

Search for: EUR-M-318-EN

Your distributor

04/04/2023