

Product launch brief

BradyPrinter A5500 Flag Printer Applicator

Launch date

November 7, 2019

Product description

Just because wire diameters are decreasing, it doesn't mean the data needed to identify them decreases too. Adding a flag gives your customers the room for the data they need, but can also increase their identification time. Lead with the BradyPrinter A5500 Flag Printer Applicator and free up their flagging time. With this forward-thinking machine, your customers can print and apply their flags in as little as five seconds.



Product features and benefits

- Consistent application — labels are applied evenly without wrinkles, skew or edge mismatch to reduce rework
- Connectivity options — get your data to your machine in a variety of ways, including Wi-Fi
- Reduced waste — print and apply serialized labels as you go without having to go back and reprint a full batch if an error occurs

Target markets / users and applications

- DataComm
 - Data centers
 - Server rack builders
- Harness Manufacturers
 - Automotive
 - Power distribution
- Industrial Refrigeration / HVAC
 - Rigid lines
- Hydraulic Line Manufacturers
 - Flexible hoses

Product part numbers

Catalog #	Product #	Description	UOM	CAN list price	Discount group
A5500 NA WIFI	151184	A5500 with Wi-Fi and BWS Product and Wire ID Suite	Each	\$14,699.99	4
A5500 NA	151185	A5500 with BWS Product and Wire ID Suite	Each	\$14,699.99	4
A55-1-483	150697	1.5 in. H x 1 in. W	Roll	\$406.24	1
A55-2-483	150698	1.5 in. H x 1.5 in. W	Roll	\$499.99	1
A55-3-483	150699	1.5 in. H x 2 in. W	Roll	\$687.49	1
A55-4-483	150700	2.5 in. H x 1 in. W	Roll	\$499.99	1
A55-5-483	150701	2.5 in. H x 1.5 in. W	Roll	\$531.24	1
A55-6-483	150702	2.5 in. H x 2 in. W	Roll	\$624.99	1
A55-7-483	150703	3 in. H x 2 in. W	Roll	\$874.99	1
SSR6002	150709	2.36 in. W X 984 ft. L	Roll	\$145.61	1
SSR6006	150710	1.575 in. W X 984 ft. L	Roll	\$95.61	1

Promotional tools

All available collateral and product images can be found in the [Brady Library new product portal](#).

Product probing questions

1. Do you flag?
2. Are you interested in saving time and lowering labor expenses?
3. Do you want to reduce label application errors?
4. Why don't you flag?
5. Would you flag if there was an easier solution?
6. Are you looking for ways to automate your processes?

 For more information, visit Bradycanada.ca or call 1-800-263-6179