Product Launch Brief

new

Portable Softcases

▶ **Launch date**

March 7, 2019

▶ **Product description**

Portable Printer Soft Cases for storage, transport, and ease of carrying your BMP$^®$51/21, BMP$^®$41/61 and BMP$^®$71 portable label printers.

▶ **Product features and benefits**

- Each case has a main compartment designed for the dimensions of their respective portable printer(s)
- Soft padding protects printer during transport
- Convenient compartments to store Brady materials, batteries and cords
- Adjustable shoulder strap for customizable comfort

▶ **Target markets / users and applications**

Target markets
- All markets that currently, or may possibly, use a Brady portable printer
- All users that would like a convenient way to carry their printer, or a storage case while not in use or during charging

▶ **Product part numbers**

Catalog number	Product number	Description	Dimensions (H x W x D)
BMP-SC-1	150617	BMP 51/21 SOFT CASE	12 in. x 8 in. x 5 in.
BMP-SC-2	150618	BMP 41/61 SOFT CASE	15 in. x 8 in. x 6 in.
BMP-SC-3	150619	BMP 71 SOFT CASE	15 in. x 12 in. x 7 in.

▶ **For more information, visit BradyID.com or call 1-888-272-3946**