

A NEW LEVEL OF PRODUCTIVITY IN COMPLIANT ELECTRICAL LABELLING

THE BROTHER PT-E550WVP.

Professional identification from the leading brand in labelling

NEXT TIME, LABEL IT.

www.brother.co.uk/electrician



WHY STOCK BROTHER ELECTRICAL LABELLERS?

With the launch of the flagship PT-E550WVP, there's never been a better time to get behind Brother electrical label printers.

When reputation and even lives are at stake, your customers can't afford to compromise. Clear and legible labelling is critical to ensure a professional finish which is compliant to the identification requirements of the wiring regulations (see page 10 for further details).

That's why electricians, installers and maintenance staff demand nothing but the best from their labelling products. And why, **as the number one brand in labelling***, we've set the standard once again with our new flagship electrical labeller.

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* Apr 13 – Mar 14, GfK UK - labelling machines panel market unit sales



PROFESSIONALISM AND PRODUCTIVITY WITHOUT COMPROMISE.

The new Brother PT-E550WVP replaces our highly successful PT-7600VP, taking compliant electrical labelling to a new level of productivity with seamless wireless direct connectivity to PCs, laptops, and mobile devices.

For users, it guarantees an even more professional job and easier, speedier progress thanks to its class leading features and print speeds. Designed to withstand the rigors of a long day on site, its portability, efficiency and durability help finish jobs to a higher standard faster - and with no delays before moving on.

Opportunities for growth

For electrical wholesalers, it's an opportunity to profit from sales of the very latest in specialist identification technology from the number one brand in labelling thanks to its combination of outstanding performance and competitive pricing.

And, as users discover the ease and convenience the PT-E550WVP brings to the job, it means increased consumables revenues through repeat sales of Brother's wide range of unique tapes and supplies.

In fact, based on average usage, each model sold could generate additional consumable sales of up to 11 tapes per year.

Another innovative product designed to meet industry needs from Brother. Another brilliant sales opportunity for you.



EASIER TO USE. EASIER TO SELL.

The PT-E550WVP is perfect for ensuring compliance with the identification requirements of the wiring regulations. Rich in features, it ensures productivity and a professional job, every time.

And because those features make it an indispensable tool for the job among electricians, it makes it the 'go-to' choice of on-site label printer for you as well.

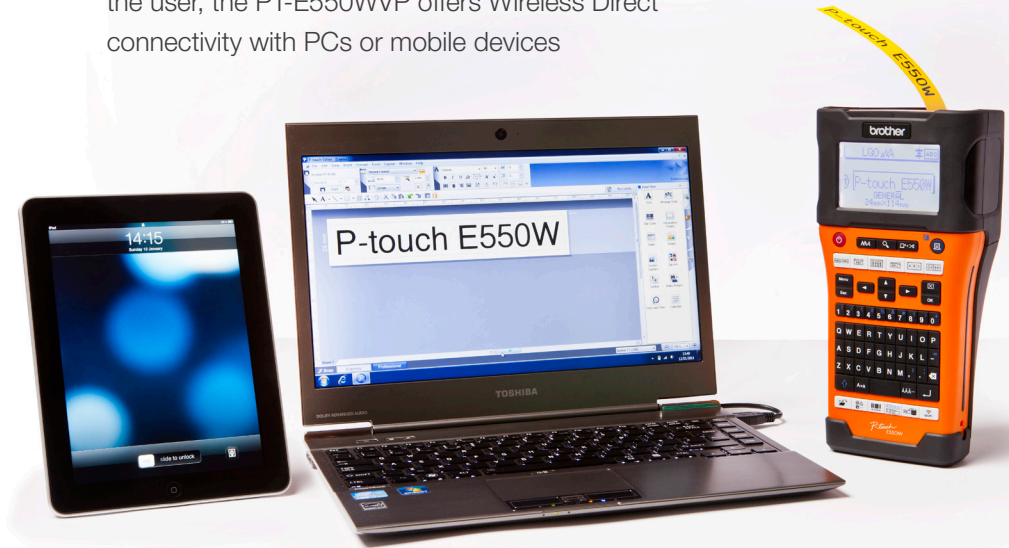
FEATURES AND BENEFITS AT A GLANCE:

The following pages detail everything that makes the PT-E550WVP the best choice for professional electricians – and the best way for you to boost sales in this specialist market

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CLASS LEADING CONNECTIVITY

To ensure flexibility, convenience and efficiency for the user, the PT-E550WVP offers Wireless Direct connectivity with PCs or mobile devices



SMARTPHONE

PC OR LAPTOP

OR TABLET

<p>LABEL DESIGN</p>	<p>Design labels on your PC/laptop using P-touch software and then print from the PT-E550WVP.</p> <p>Access all PC typefaces for added choice, flexibility and clarity of label design</p>	<p>Speed up labelling tasks by printing directly from mobile devices using new 'Cable Label' app.</p> <p>It only takes a few taps to choose the label type, edit and print</p>
<p>TRANSFER/ STORAGE UP TO:</p> <ul style="list-style-type: none"> • 99 label templates • 99 databases • 99 symbols/images 	<p>Using P-touch Transfer Manager, it's simple to transfer files to store on the PT-E550WVP (using the USB or Wireless Direct connection).</p>	<p>Use 'Mobile Transfer app' to transfer files from a mobile device to the PT-E550WVP</p>

PERFORMANCE AND PRODUCTIVITY ON-SITE

- **Fastest print speeds in its class** (up to 30mm/sec*) – to get the job done quicker
- **Portable and powerful** - with rechargeable Li-ion battery pack for maximum flexibility onsite
- **Auto cutter for full and half cut labels** - half cut option reduces waste by printing multiple, easy to peel labels on one long strip.
- **12 Smart label application keys** - provide easy shortcuts and access to commonly used templates, including faceplate, cable wrap, heat shrink tube, patch panel and punch down block formats
- **Easy to operate** - with a 75mm x 45mm LCD screen and QWERTY keyboard that makes entering data as simple and straightforward as texting
- **High resolution print mode** - up to 180 x 360dpi** (produces clearer type and graphics for improved safety)

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* 30mm/sec when connected to an AC adaptor, 20mm/sec when using batteries

** PC print only

WIDE CHOICE OF DURABLE LAMINATED TAPES AND TUBES

- Choice of tapes which bond to various surfaces and meet the precise needs of the electrical trade.
- Highly resistant to abrasion, heat, water, chemicals and fading, whether used internally or externally. Highly adhesive backing ensures labels stay in place
- Choice of 3.5mm to 24mm tape widths in a range of colours to suit any job
- Heat Shrink Tubes in a variety of widths providing non-adhesive smudge-free cable identification

THE BROTHER PT-E550WVP IS SUPPLIED WITH:

- Li-ion rechargeable battery
- AC adaptor
- Wrist strap
- USB-mini cable
- Carry case
- 24mm black on yellow tape (8m cartridge), 12mm flexible ID black on white (8m cartridge)



OUR FULL ELECTRICAL LABELLERS RANGE

 **WARNING
MULTIPLE SUPPLIES**

Isolate all electrical supplies
before carrying out work.
Isolate Mains at : MS 01
Isolate Alternative supply at : MS 02

The new PT-E550WVP is the flagship product in a range of electrical labellers that offers choice, value and performance for every kind of professional customer and every kind of labelling task. Trusted by the trade thanks to Brother's reputation for reliability, further enhanced by the reassurance of our 3-year guarantee.

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PT-E100VP

- Up to 20mm per second print speed
- Durable labels up to 12mm
- Convenient built-in cutter
- Easy to use ABC keyboard
- Easy to read LCD screen
- Cable wrap, Cable flag, and Faceplate
- Comes with tape, AC adapter and carry case



PT-E300VP

AS PER PT-E100 +

- Durable labels up to 18mm
- Barcode printing
- Easy to read backlit LCD screen
- Easy to use QWERTY keyboard
- Built-in cutter with cut pause feature
- Heat shrink tube tape available
- 3 power options
- Comes with tape, AC adapter, Li-ion battery, wrist strap and carry case



PT-E550WVP

AS PER PT-E300+

- Up to 30mm* per second print speed
- Durable labels up to 24mm
- USB and Wi-Fi connectivity
- Advanced cutter – full and half cut
- 12 Smart label application keys
- iPrint & Label and Cable Label apps available
- Comes with 2 tapes, AC adapter, Li-ion battery, USB cable, software CD, wrist strap and carry case

*When using AC adapter

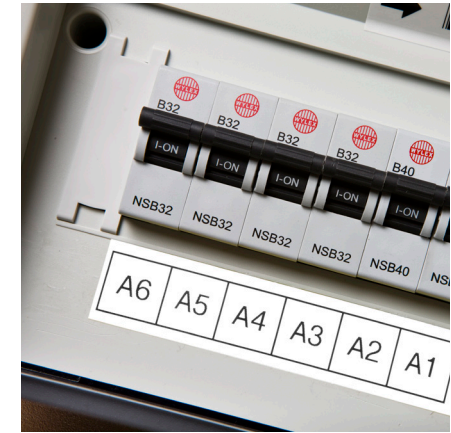
WIRING REGULATIONS COMPLIANCE

Detailed below is a summary table explaining how our range of electrical label printers and supplies help ensure compliance with the identification requirements of the wiring regulations.

514.1.1



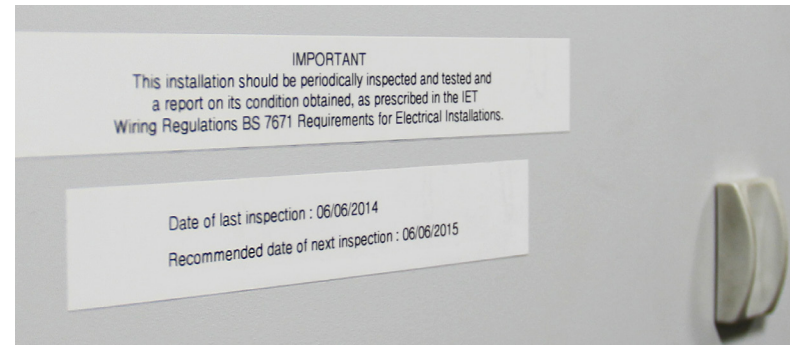
514.5.1



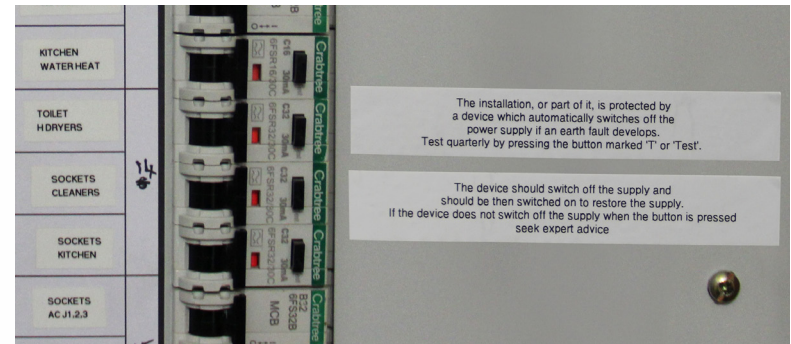
514.8.1

Regulation	PT-E100	PT-E300	PT-E550	Tape: Size/ Colour/ Specification
514.14.1 General - ID and Notices Identification of purpose of switch gear and control gear and warning notices where appropriate	some	most	all	Black on Yellow 12/18/24mm
514.4.6 Bare Conductors Identification of Bare Conductors	some	most	all	Black on Yellow 12/18/24mm
514.5.1 ID of conductors by lettering and/or numbering Legible and durable identification of conductors in letters & arabic numbers. Underlining '6' & '9' where unattached to avoid confusion	✓	✓	✓	Black on White 9/12/18mm
514.8.1 ID of a protective device Clear identification of protective devices	✓	✓	✓	Black on White 9/12/18mm

Regulation	PT-E100	PT-E300	PT-E550	Tape: Size/ Colour/ Specification
514.10.1 Voltage warning Warning notice where terminals/fixed live parts exceed 230v	x	x	✓	Black on Yellow 24mm
514.11.1 Isolation Identification of live parts not capable of being isolated by single device	x	✓	✓	Black on Yellow 18/24mm
514.12.1 Periodic inspection Details of inspection and recommended re-inspection date	x	✓	✓	Black on White 18/24mm
514.12.2 RCD Identification of one or more RCDs	✓	✓	✓	Black on White 24mm
514.13.1 Earthing in bonding Notices near to: - The connection of an earthing conductor to an installation earth electrode - The connection of a protective bonding conductor to an extraneous-conductive-part - The main earthing terminal, where it is separate from the main switchgear	x	✓	✓	Black on Yellow 18/24mm
514.13.2 Earth-free local equipotential bonding and electrical separation Prominent notice adjacent to points of access to a location where - 'Earth-free local equipotential bonding' is applied - 'Electrical separation' is used to supply several items of equipment	x	✓	✓	Black on Yellow 18/24mm

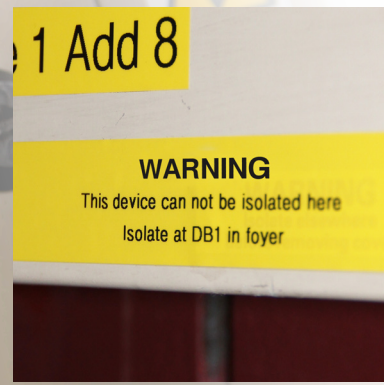


514.12.1



514.12.2

514.10.1



514.11.1

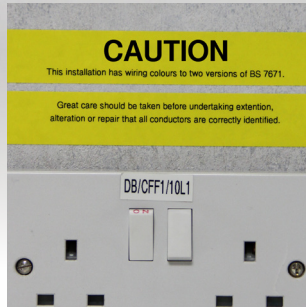


514.13.1



514.13.2

514.16



514.14.1

514.15.1

Regulation	PT-E100	PT-E300	PT-E550	Tape: Size/ Colour/ Specification
514.14.1 Non-standard colours Warning notice where non-standard wiring colours are present	x	✓	✓	Black on Yellow 18/24mm
514.15.1 Dual Supply Warning notices at: - the origin of installation - the meter position (if remote from the origin) - the consumer unit or distribution board to which the generating set connected - all points of isolation of both sources of supply	x	✓	✓	Black on Yellow 18/24mm
514.16 High protective conductor currents Warning on distribution board or consumer unit indicating high protective conductive current	x	x	✓	Black on Yellow 18/24mm
PAT Labels (Portable Appliance Test)	x	x	✓	Black on Green 24mm

BROTHER ORIGINAL TAPES. GUARANTEED QUALITY. GUARANTEED SALES



Fade Resistant



Easy Peel



Laminated



Water Resistant



Temperature Resistant



Abrasion Resistant



Chemical Resistant



Our range of laminated label tapes suitable for indoor and exterior use – from 3.5mm up to 24mm – are designed to meet the specific demands of the electrical industry and its regulators and are all formulated using a unique, patented construction to produce clear, long lasting labels.

THESE INCLUDE:

- TZe tapes with unique laminated technology to create permanent, hardwearing labels
- Strong adhesive tape with 50% more strength to stay put in the most demanding environments
- High grade, flexible ID tapes that wrap securely around wire and cables

Providing an industry leading label solution, the patented supplies are ‘tested to the extreme’ to ensure high resistance to heat, friction, water, chemicals and fading. And, because they guarantee outstanding results, they encourage levels of use that will boost demand and provide a ready source of repeat sales.



“LEFT A BIT.
NO RIGHT A BIT.
UP A TOUCH.
YEAH THAT ONE.
I THINK.”

There's no guesswork with the new Wi-Fi enabled, PT-E550WVP handheld label printer. You simply create, print and label as you go. So no more head scratching or chin rubbing, just compliant, durable, reliable labelling from the No.1 brand in the market*

*GfK data April 13 - March 14

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ISO9001 ISO14001 & OHSAS18001

