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# Brady M710 Bluetooth & Wi-Fi Portable Label Printer Instruction Manual

Model: M710-WB-KIT

## 1. OVERVIEW

The Brady M710 is a high-performance, portable label printer designed for demanding industrial and laboratory environments. It offers enhanced connectivity via Bluetooth and Wi-Fi, allowing for flexible label creation and printing from various devices. With fast print speeds, automatic label cutting, and a durable design, the M710 is built to optimize workflow and produce long-lasting labels on a wide range of materials.



Figure 1.1: Brady M710 Portable Label Printer Kit, including the printer, hard case, labels, and accessories.

## 2. KEY FEATURES

- **Enhanced Connectivity:** Stay connected with integrated Bluetooth and Wi-Fi capabilities for seamless printing.
- **High-Speed Printing:** Achieve print speeds of 3 inches per second, increasing efficiency.
- **Automatic Label Cutter:** Built-in auto-cutter for precise and clean label separation.
- **Extended Battery Life:** Print up to 4,500 labels on a single full battery charge with the Li-ION battery.
- **Rugged Durability:** Designed to withstand 4-foot drops, blowing sand, and dust, ensuring reliability in harsh environments.
- **Versatile Operation:** Create and print labels using the integrated keypad or dedicated software.
- **Comprehensive Labeling:** Supports text, barcodes, shapes, and images for diverse applications.
- **Field Flexibility:** Features for label saving, sharing, and data imports for on-site convenience.



Figure 2.1: The Brady M710 printer in a workshop setting, demonstrating its use in industrial environments.

## 3. SETUP

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### 3.1 Unboxing and Initial Inspection

Upon receiving your Brady M710-WB-KIT, carefully unpack all components. Verify that all items listed in the packing slip are present and undamaged. The kit typically includes the M710 printer, a hard carrying case, a rechargeable Lithium-Ion battery, an AC adapter, and a quick start guide.

### 3.2 Charging the Battery

1. Insert the Lithium-Ion battery into the designated battery compartment on the printer.
2. Connect the AC adapter to the printer's power port and then to a standard electrical outlet.
3. Allow the battery to fully charge before initial use. The charging indicator on the printer will show the charging status.

### 3.3 Loading Label Cartridges

1. Open the label compartment cover on the printer.
2. Insert the Brady Authentic label cartridge into the compartment, ensuring it clicks securely into place. The printer will automatically detect the label type and size.
3. Close the label compartment cover.

# COMPATIBLE WITH BRADY AUTHENTIC LABELS AND RIBBONS:

- ▶ LOOK FOR THE AUTHENTIC LOGO



Figure 3.1: Ensure to use Brady Authentic Labels for optimal performance and compatibility with the M710 printer.

## 4. OPERATING INSTRUCTIONS

### 4.1 Powering On/Off

Press and hold the power button located on the printer's keypad until the display illuminates (for power on) or shuts down (for power off).

### 4.2 Basic Label Creation and Printing (On-Device)

1. Once powered on, use the QWERTY keypad to enter your desired text.
2. Navigate through the menu options using the arrow keys to adjust font size, style, add symbols, or create barcodes.
3. Press the 'Print' button to print your label. The printer will automatically cut the label after printing.

### 4.3 Mobile App Connectivity and Printing

The Brady M710 supports connectivity with mobile devices via Bluetooth and Wi-Fi, allowing you to design and

print labels using the Brady Express Labels Mobile app.

1. Download the Brady Express Labels Mobile app from your device's app store.
2. Ensure Bluetooth or Wi-Fi is enabled on your mobile device and the M710 printer.
3. Open the app and follow the on-screen instructions to connect to your M710 printer.
4. Utilize the app's features to design labels, access templates, import data from cloud storage, and send print jobs to the printer.



Figure 4.1: A user interacting with the Brady Express Labels Mobile app on a smartphone, connected to the M710 printer.

## 4.4 PC Software Connectivity and Printing

For advanced label design and data management, connect your M710 printer to a PC using Brady's label creation software.

1. Install Brady's label creation software on your PC (available from the Brady website).
2. Connect the M710 printer to your PC via a USB cable.
3. Open the software and select your M710 printer.
4. Design complex labels, import data from spreadsheets, and manage label files for printing.

Your browser does not support the video tag.

Video 4.1: This video demonstrates the basic operation of a thermal label printer, including loading labels and printing from a connected device. While not specific to the M710, the principles of operation are similar.

## 5. MAINTENANCE

### 5.1 Cleaning the Printer

Regular cleaning ensures optimal print quality and extends the life of your printer.

- **Print Head:** Use a Brady print head cleaning card or a cotton swab lightly dampened with isopropyl alcohol to gently wipe the print head. Allow it to dry completely before use.
- **Rollers:** Clean the platen roller and other internal rollers with a cleaning card or a lint-free cloth dampened with isopropyl alcohol.
- **Exterior:** Wipe the exterior of the printer with a soft, damp cloth. Do not use abrasive cleaners or solvents.

## 5.2 Battery Care

- Charge the battery fully before long periods of storage.
- Store the printer and battery in a cool, dry place.
- Avoid exposing the battery to extreme temperatures.

## 5.3 Label Storage

Store label cartridges in their original packaging in a cool, dry environment away from direct sunlight to maintain adhesive quality and printability.

# 6. TROUBLESHOOTING

This section provides solutions to common issues you might encounter with your Brady M710 printer.

Problem	Possible Cause	Solution
Printer not powering on	Low or uncharged battery; power adapter issue	Charge the battery; ensure power adapter is securely connected and functional.
Poor print quality	Dirty print head; incorrect label type; worn out ribbon	Clean the print head; ensure correct label cartridge is installed; replace ribbon if necessary.
Labels not feeding or jamming	Improperly loaded label cartridge; debris in path	Re-seat the label cartridge correctly; remove any obstructions from the label path.
Cannot connect via Bluetooth/Wi-Fi	Bluetooth/Wi-Fi off; out of range; incorrect pairing	Ensure wireless features are enabled on both devices; move closer to the printer; re-pair the devices.

# 7. SPECIFICATIONS

Feature	Specification
Model Name	M710-WB-KIT
Printing Technology	Thermal Transfer
Connectivity	Bluetooth, USB, Wi-Fi
Max Print Speed (Monochrome)	3 inches per second
Max Print Resolution (Monochrome)	600 dpi
Max Media Size	A0 (various label widths supported)

Feature	Specification
Battery Type	Lithium Ion (included)
Item Weight	12.87 pounds
Product Dimensions	4.6"D x 9.45"W x 13.59"H
Special Features	Automatic label cutter, Li-ION battery (4,500 labels), Optional Bluetooth & Wi-Fi, Requires Brady Authentic Labels

## 8. WARRANTY AND SUPPORT

### 8.1 Warranty Information

The Brady M710 Portable Label Printer comes with a limited warranty. Please refer to the warranty documentation included with your product or visit the official Brady website for detailed terms and conditions.

### 8.2 Technical Support

For technical assistance, troubleshooting, or additional product information, please visit the official Brady website or contact Brady customer support. Support resources typically include FAQs, user manuals, software downloads, and contact details for direct assistance.