

# DuraLabel **BRONCO**<sup>®</sup> MAX



INDUSTRIAL LABEL PRINTER

**USER GUIDE**



800-788-5572  
GraphicProducts.com

**BRONCO**<sup>®</sup>  
MAX



**YOUR LABELING  
WORKHORSE**

**DuraLabel**<sup>®</sup> 

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# 1

## INTRODUCTION

With your DuraLabel Bronco Max, producing custom labels and signs is fast and easy. Its powerful software expands your creative capabilities and simplifies safety compliance. Built-in networking capabilities let you share your printer across an office.



## COPYRIGHT INFORMATION

No part of this manual, including the products and software described in it, may be reproduced, transmitted, transcribed, stored in a retrieval system, or translated into any language in any form or by any means, except documentation kept by the purchaser for backup purposes, without the express written permission of Graphic Products, Inc. Products and corporate names appearing in this manual may or may not be registered trademarks or copyrights of their respective companies, and are used only for identification or explanation and to the owners' benefit, without intent to infringe. Specifications and information contained in this manual are furnished for informational use only, and are subject to change at any time without notice, and should not be construed as a commitment by Graphic Products. Graphic Products assumes no responsibility or liability for any errors or inaccuracies that may appear in this manual.

# 2

## SAFETY INSTRUCTIONS

Please review the following safety instructions before using the printer:

- Keep Bronco Max away from extreme humidity (>85%) and prolonged exposure to direct sunlight.
- Use only with power supply model WDS5150240 (included with the system).
- To completely disconnect power from your Bronco Max, unplug the power supply from its wall socket and from the Bronco Max printer. The adapter may retain energy for a short time.
- Do not pour liquids onto the printer or its parts. For ordinary cleaning, follow the instructions included in this guide.
- Only qualified service personnel should attempt to repair the printer.
- Bronco Max supply may build a small static charge during loading or use.

**Do not operate Bronco Max near flammable materials.**



**NOTE:** Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

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In addition, to prevent damage to Bronco Max and avoid nullifying the Bronco Max warranty, please follow these rules:

- Only use official Bronco Max supplies from Graphic Products in your Bronco Max printer.
- Read all instructions in this User Guide completely.

If something seems to be wrong with Bronco Max, refer to the Cleaning Instructions and Troubleshooting sections of this guide. If the problem is not resolved by following the recommended steps, please contact Graphic Products by calling 800-788-5572 or visiting [GraphicProducts.com](http://GraphicProducts.com).

# 3

## GETTING TO KNOW YOUR BRONCO MAX

Bronco Max is a thermal transfer printer, meaning that it uses heat to transfer a solid resin, or “ink,” from a printing ribbon onto a label stock. Bronco Max uses a ribbon cartridge system to make loading supplies fast and easy, and the system will recognize which supplies are loaded to simplify your printing tasks.

Bronco Max is designed to be connected to a computer directly with a USB cable, or over a wired (Ethernet) network. Its included label design software can be used to create the signs and labels that you need. You can also use other software for label design, from specialized electrical analysis software to common office productivity programs.

### In the Box

In Bronco Max’s box, you will find the following:



- 1. Bronco Max Printer
- 2. Power Cord and AC Adapter (“brick”)
- 3. Notched Supply Spindle
- 4. Fixing Tabs
- 5. USB Cable
- 6. USB Flash Drive with PC Software
- 7. Label Scraper
- 8. Cleaning Swabs
- 9. Bronco Max QuickStart Guide

## Your Bronco Max

**Cover Release Latch** Lift to release the printer's lid.



**Cutter Opening** Printed labels will feed out from this slot. The cutter blade is sharp; do not insert any objects here.

**Feed Button**  
Press and hold this button to feed supply through the printer.

**Power Button** Press this button to power the printer on or off.



**Input/Output (I/O) Panel**  
Plug in power and other cables here, along with any USB devices.



**Raised Cover**

**Ribbon Cartridge Slot**

**Ribbon Rails**

**Label Stock Area**

**Platen Roller**



**Adjustable Guides**

**Mark/Gap Sensor**

**Cutter Module**

## Input/Output (I/O) Panel

**Ethernet Port:** Connect Bronco Max to a wired network for sharing.

**USB-B Port:** Connect Bronco Max to a PC, allowing that PC to control the printer.



**Power Socket:** Connect the power supply here, using the included AC Adapter (model WDS5150240). This six-pin connector uses a slider to latch into place, preventing accidental disconnects.



**Important:** To unplug the connector, grasp the power plug release slider and pull it away from the printer.



CORRECT



WRONG



# 4

## LOADING SUPPLIES

To load your Bronco Max with printing ribbon (“ink”) and label stock, you will need to fully raise the hinged cover.

1. Lift the cover release latch and raise the cover of the printer; the ribbon rails will raise automatically. Make sure the cover and rails are fully raised before continuing.
2. Slide the ribbon cartridge into the slot in the rails. The cartridge will only fit the correct way, and a magnet will hold it in place. (To remove a ribbon cartridge, simply pull it out.)
3. Place the roll of label stock onto the supply spindle; for narrower supplies, hold the label stock roughly centered on the spindle by sliding a fixing tab onto the spindle from each side. Rest the label stock in the supply well, with the supply spindle fitting into its slots on each side. The label stock should unroll toward the cutter module, with the printable surface facing upward.
4. Slide the movable gray guides apart and feed the end of the label stock forward to reach over the platen roller. (You can flip the cutter module down for more room; simply pull the top edge away from the body of the printer.)
5. Slide the movable gray guides together so they hold the label stock neatly centered in the printer, without bending or wrinkling the label stock.
6. If you lowered the cutter module, lift it back into its ready position; it will snap into place. Finally, lower the cover until it latches closed; the ribbon rails will lower into place automatically.

Your Bronco Max will recognize the supplies you have loaded and automatically adjust its print settings for the best quality. Now you’re ready to design and print custom labels!




# 5

## CONNECTING BRONCO MAX TO A PC

Your printer comes with a PC version of the LabelForge PRO label design software, as well as a Windows printer driver.

### Connecting the Printer

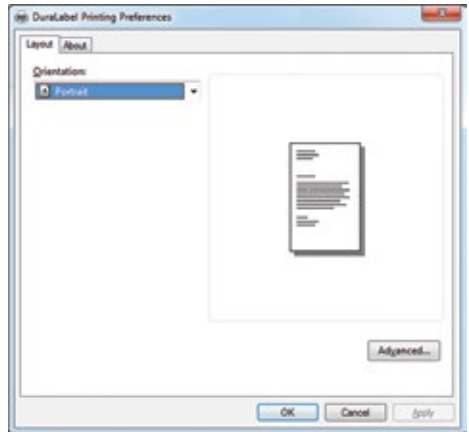
When connecting your Bronco Max to a PC for the first time, follow these steps:

1. Make sure Bronco Max is plugged in, and power it on by pressing the power button.
2. Next, connect a USB cable from the Bronco Max's USB-B port to a USB-A port on your PC. 
3. Run the Bronco Max driver installation program, included on the USB flash drive that came with your printer. You will need IT administrator privileges to continue, and you will need to restart your computer to complete installation.
4. Run the LabelForge PRO installation program, also included on the USB flash drive. You may need IT administrator privileges to continue.

If you need help, please contact your DuraLabel representative for support.

### PC Driver Settings

After initial setup, your Bronco Max will appear in the list of available printers on your computer. Be sure to select the appropriate printer when you want to print labels or other documents. You can choose some of the settings for your Bronco Max through Printing Preferences.



When accessing the Printing Preferences from a PC, the orientation setting (landscape/portrait) will be the only option immediately available. Additional options for unusual needs, or for troubleshooting, can be reached by clicking the “Advanced...” button:

- **Cutter:** cut after each label printed, after a complete job (such as a batch of labels printed together), or not at all.

- **Speed:** choose either 2 or 3 inches per second. (For best quality, use the default of 2.)

- **180 Degrees Rotation:** choose whether your Bronco Max rotates all print jobs by 180 degrees for troubleshooting.

- **Negative:** switch the printed and non-printed areas of the design. If a design would normally print with blue text (ribbon color) on a white background (label stock color), printing the same design with Negative enabled would result in white text (label stock color) on a blue background (ribbon color).

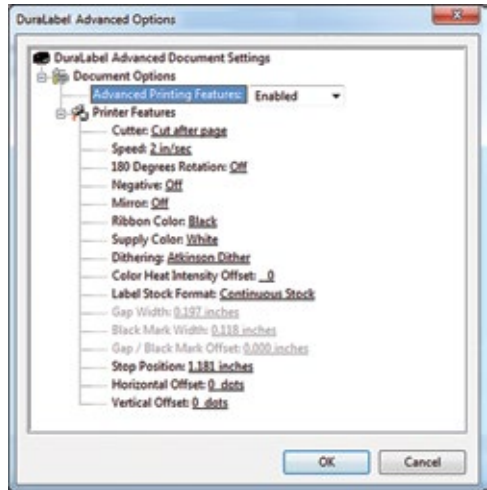
- **Mirror:** flip the design backward, as if viewed in a mirror.

- **Ribbon Color and Supply Color:** manually select different material colors for software previews; the actual printed results will not be changed.

- **Dithering:** choose how Bronco Max uses patterns of dots to approximate shades of darkness.

- **Heat Intensity Offsets:** for troubleshooting, adjust the heat used in the printing process.

- **Label Stock Format (and following options):** manually select the type of label stock: continuous stock, stock with gaps (die-cut supply), or stock with marks (black-mark supply).



The remaining options are for advanced troubleshooting needs, and should ordinarily be left at their default values.

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## NETWORK SETUP

In addition to working as a desktop printer directly connected to a PC, Bronco Max can also act as a standalone network printer, shared by many PCs on the network. Initial setup for network use will require the printer to be temporarily connected to a single PC, as described in the previous section. You will need IT administrator privileges to continue.

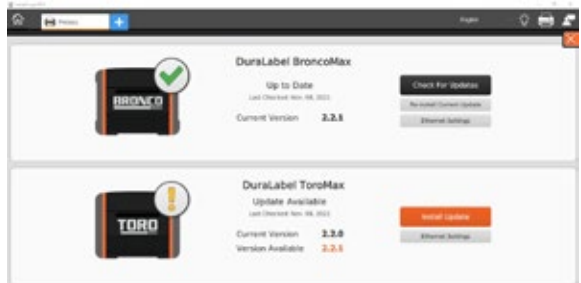
### Assigning Network Settings

First, the printer's internal settings need to be created.

1. Follow the steps in the previous section to connect Bronco Max to a PC, using a standard USB cable. The driver software and LabelForge PRO should be installed.
2. Connect your Bronco Max to the network with an Ethernet cable, leaving the USB connection in place.
3. Open LabelForge PRO on the PC, and select "Printers" from the main screen.



4. You should see details of your Bronco Max listed here. Click "Ethernet Settings" to continue.
5. For DHCP, leave the slider set to Automatic. For static network controls, enter the appropriate network parameters.



6. Click "Save" and wait a few seconds for the process to complete. Write down the IP address shown.
7. Close the Ethernet Settings window by clicking the "X" in the corner, close LabelForge PRO, and disconnect the USB cable from the printer.

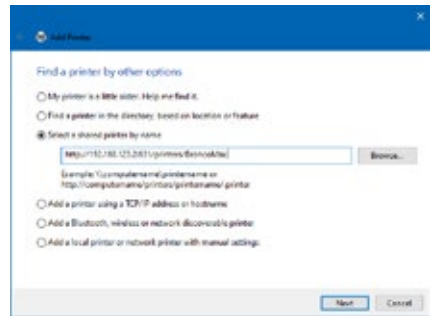


At this point, the printer is connected to the network and its network settings are saved internally.

## Directing a PC to Find the Networked Printer

A network-connected Bronco Max may not be discovered by Windows automatically. These steps will manually add the networked printer to a PC's list of available printers.

1. From your PC's Start menu, open the "Printers & Scanners" window. (In older versions of Windows, this may be called "Devices and Printers.")
2. Click "Add a printer or scanner" (or "Add a Printer").
3. Click "The printer that I want isn't listed."
4. Choose "Select a shared printer by name." You will need to have the IP address that was assigned or written down in the previous set of steps. Enter the following as the printer name, replacing the word "ADDRESS" with the IP address for the printer: *http://ADDRESS/printers/BroncoMax* Then, click "Next."
5. Select the existing driver software for the printer, by choosing "Graphic Products, Inc." as the manufacturer, and then choosing "DuraLabel BroncoMax." Then, click "Next."
6. Choose "Use the driver that is currently installed (recommended)." Then, click "Next," and click "Finish" to complete setup.



You may need to repeat these steps for any PC that will use the printer over the network.

## Network Printing Troubleshooting

In some versions of Windows, the network printing functions used by Bronco Max may be disabled. Allowing this function to work is simple, but may require IT administrative access.

1. In your PC's Control Panel, go to the Programs section. Here, choose "Turn Windows features on or off."
2. In the Windows features list, scroll down to "Print and Document Services," and expand that section.
3. Check the box for "Internet Printing Client," and click OK to apply the change.
4. Restart your computer to allow the change to take effect.

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## CLEANING YOUR BRONCO MAX

Periodic cleaning of the print head, cutter blade, and platen roller will extend the life of the printer and help maintain optimal printing quality.



**IMPORTANT!** Always turn the power off and disconnect Bronco Max from all power sources before cleaning or performing maintenance. After cleaning, wait until any liquids have fully evaporated before turning the power on again.

### TO CLEAN YOUR BRONCO MAX:

1. Turn the printer off, and disconnect it from all power sources.
2. Lift the cover release latch, and raise the cover of the printer. The cover mechanism will hold the printer open.
3. Remove the ribbon cartridge and label stock (if loaded), and place them on a clean, flat surface.
4. Open an individually packaged cleaning swab, or lightly moisten a clean, soft cloth with isopropyl alcohol (isopropanol).
5. Gently rub the swab or cloth back and forth across the front and underside of the print head to remove any built-up adhesive or residue.
6. Run the swab or cloth between and around the gray adjustable label guides on the floor of the printer, to clear any dust or adhesive build-up.
7. Lift the two black latches on either side of the black rubber roller ("platen roller"), and lift it out. (You can use the notched end of the supply spindle to help release the latches.) Use clean swab or cloth to gently wipe away any material that has stuck to the roller surface. Then, press the platen back into place, until the latch on each side has locked it down again.



- Finally, use the swab or cloth to clean both sides of the cutter blade, by gently inserting the swab into the slot of the cutter module and sliding it from side to side. Repeat this process for the front and the back of the blade; the cutter module can be flipped forward to make the back easier to reach.

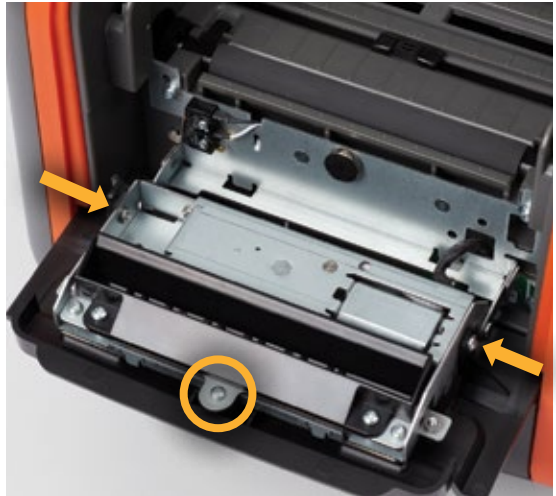


## Advanced Cutter Cleaning

If the cutter blade still carries adhesive build-up, you can temporarily separate the metal cutter assembly from its plastic faceplate for a more in-depth cleaning.

**Be careful when performing this advanced cleaning, as the cutter blades are sharp. Completely disconnect Bronco Max from power before continuing.**

- With the cutter module flipped forward, remove the three Phillips-head screws: one at the top of the slot, and one on each side of the module.
- Carefully remove the plastic faceplate from the metal cutter assembly.
- Use a cleaning swab or soft cloth with isopropyl alcohol to remove built-up adhesive or residue from both sides of the blade.



- Reconnect the metal cutter assembly and its plastic faceplate with the three screws.

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## SPECIFICATIONS

### PRINT MECHANISM

- Type: Thermal Transfer
- Print Speed: up to 3" per second
- Resolution: 300 dots per inch
- Max. Print Width: 4.0"
- Max. Print Length: 120"
- Cutter: Automatic

### INTERFACE

- Buttons:  
Power, Supply Feed
- Communications:  
USB 2.0 (USB-B), Ethernet

### POWER REQUIREMENTS

- Power to Printer (from AC Adapter):  
24 VDC, 6.25A
- Power to AC Adapter: 100 – 240 VAC,  
50 – 60 Hz, 2.8A (max)
- Different AC adapters available for  
worldwide usage

### OPERATING ENVIRONMENT

- Operating Temperature:  
41°F – 104°F (5°C – 40°C)
- Operation Humidity:  
30% – 85%, non-condensing
- Storage Temperature:  
-4°F – 122°F (-20°C – 50°C)
- Storage Humidity:  
10% – 90%, non-condensing

### LABEL STOCK

- Types: Continuous, Black Mark,  
and Die-Cut
- Width: 0.20" minimum, 4" maximum
- Gap/Mark Height: 0.12"
- Capacity: varies by supply; external  
feed available

### RIBBON SUPPLY

- Width: 4.17" (106 mm)
- Capacity: 360'
- Type: Wax/resin, resin

### PRINTER BODY

- Dimensions:  
13.5"W x 10.25"D x 8.5"H
- 12.5 lbs (5.67 kg), excluding supplies

*Bronco Max specifications are subject to  
change without notice.*



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## TROUBLESHOOTING

Your Bronco Max will give you years of reliable service, backed up by a solid warranty and lifetime technical support. This section will help you solve minor issues that may arise as you use your printer.

### Indicator Light Blink Codes

When Bronco Max is ready to print, the indicator light on the front-facing Feed button will glow green. If the lid is open, or not fully latched down, this light will glow red. While the printer is updating its internal software, the light will blink amber; **DO NOT** power off the system until the update is complete and the light is green again.

If an error occurs, this light will show a repeating sequence of three blinks in different colors. The color sequence indicates the kind of error.

**Amber-Green-Amber:** The label stock has run out or is jammed. Make sure label stock can unroll smoothly from its roll, and feed forward between the movable gray guides without being pinched.

**Amber-Green-Green:** The gap or mark sensors are not finding their marks on the supply. The mark sensor, located near the gray adjustable supply guides, can slide from side to side; for most supplies, it should be centered. Check that your printer settings match the supplies you have loaded.

**Amber-Green-Red:** The printer cannot recognize the loaded label stock to adjust its internal settings. Try loading a different roll of label stock, and move any other rolls of label stock at least a couple of feet away from the printer.

**Amber-Red-Amber:** The ribbon has run out, torn, or jammed. Replace the ribbon cartridge.

**Amber-Red-Red:** The printer cannot recognize the loaded ribbon cartridge to adjust its internal settings. Remove the cartridge from the printer and load it back, making sure that it slides smoothly all the way in. A magnet will hold it in place.

**Red-Amber-Amber:** The cutter has jammed. Disconnect the printer from power and follow the steps in this guide for Cleaning Your Bronco Max.

**Red-Amber-Red:** The printer has overheated and is stopping to protect its hardware. Leave the printer alone for a few minutes to allow the system to cool.

**Green-Red-Red:** The printer has encountered a different error and additional support will be needed. Please contact your DuraLabel representative for support.

If you need additional help, please contact your DuraLabel representative for support.

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## CERTIFICATIONS

### FCC

This equipment has been tested and found to comply with the limits for a CLASS A digital device, pursuant to Part 15 of the FCC Rules. Operation is subject to the following two conditions:

- (1) This device may not cause harmful interference, and
- (2) this device must accept any interference received, including interference that may cause undesired operation.

These limits are designed to provide reasonable protection against harmful interference when the equipment is operated in a commercial environment. This equipment generates, uses, and can radiate radio frequency energy, and if not installed and used in accordance with instructions may cause harmful interference to radio communications.

Pursuant to Part 15.21 of the FCC Rules, any changes or modifications to this equipment not expressly approved by Graphic Products Company may cause harmful interference and void your authority to operate this equipment.

To satisfy RF exposure requirements, keep all persons at least 20 cm away from the device during operation. (FCC KDB 784748, Section A.8.)

### CE

Graphic Products Inc. hereby declares that this device is compliant with Radio Equipment Directive (RED) 2014/53/EU.

A copy of the CE Declaration of Conformity, including device frequency bands and maximum radio frequency power, is available upon request. To obtain a copy please call or email; (800) 788-5572 or [info@graphicproducts.com](mailto:info@graphicproducts.com).

### RoHS

This product complies with EU Directive 2011/65/EU of 8 June 2011 as amended by EU Directive 2015/863 of 31 March 2015 and including amendments to the exemptions in Annex II.

## ICES-003 Class A Notice

This Class A digital apparatus complies with Canadian ICES-003. This device complies with ISSED Canada license-exempt RSS standard(s). Operation is subject to the following two conditions:

- (1) this device may not cause interference, and
- (2) this device must accept any interference, including interference that may cause undesired operation of the device.

Cet appareil numérique de la classe A est conforme à la norme NMB-003 du Canada. Le présent appareil est conforme aux CNR d'ISDE Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes:

- (1) l'appareil ne doit pas produire de brouillage, et
- (2) l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement.

## WEEE

The symbol (right) means that your product and/or its battery shall be disposed of separately from household waste, according to the WEEE Directive (2012/19/EU) and national legislation. When this product reaches its end of life, take it to a collection point designated by local authorities. Separating and recycling the product and/or the battery at time of disposal, will help to conserve natural resources and ensure that the equipment is recycled in a manner that protects human health and the environment.



## \*IFETEL

La operación de este equipo está sujeta a las siguientes dos condiciones: (1) es posible que este equipo o dispositivo no cause interferencia perjudicial y (2) este equipo o dispositivo debe aceptar cualquier interferencia, incluyendo la que pueda causar su operación no deseada.

\*This item may or may not be certified for these compliance marks. Graphic Products' equipment is certified on a case-by-case basis. For more information, please contact your account manager or email [info@graphicproducts.com](mailto:info@graphicproducts.com).

## THIRD-PARTY SOFTWARE

This is a comprehensive list of third-party software and libraries used by Bronco Max, organized by their license type. The licenses can be found in the Licenses file in Bronco Max's Manuals folder. While the provided software can be updated through the built-in Update utility or through software provided by Graphic Products, no additional user software can be installed on Bronco Max.

### GNU General Public License version 2 (GPL-2)

- obexftp: <https://sourceforge.net/projects/openobex/files/obexftp>
- openobex: <https://sourceforge.net/projects/openobex/files/openobex>
- obexpushd: <https://launchpad.net/ubuntu/+source/obexpushd>
- obexd: <https://www.kernel.org/pub/linux/bluetooth>
- rtl8188eu: <https://github.com/lwfinger/rtl8188eu>
- mtd-utils: <http://git.infradead.org/mtd-utils.git>
- mysql odbc: <https://dev.mysql.com/downloads/connector/odbc>
- psqlodbc: <https://ftp.postgresql.org/pub/odbc/versions/src>
- poppler: <http://poppler.freedesktop.org>
- cups-filters: <http://openprinting.org/download/cups-filters>
- potrace: <http://potrace.sourceforge.net/#license>
- u-boot: <https://github.com/u-boot/u-boot>

### GNU General Public License version 3 (GPL-3)

- zint: <http://sourceforge.net/projects/zint>
- samba: <https://www.samba.org/samba/download>
- <https://github.com/KDE/libqapt/blob/master/COPYING>

## GNU Lesser General Public License version 2.1 (LGPL-2.1)

- unixODBC: <http://www.unixodbc.org>
- qt-gstreamer: <https://gstreamer.freedesktop.org/src/>
- libqxt: <https://github.com/mnutt/libqxt>
- CuteLogger: <https://github.com/dept2/CuteLogger>
- qjson: <https://github.com/flavio/qjson/blob/master/COPYING.lib>

## GNU Library General Public License version 2 (LGPL-2)

- freetds: <https://github.com/FreeTDS/freetds>

## GNU free documentation License version 1.3 (fdL-1.3)

- Qt Spreadsheet Example:  
<http://doc.qt.io/qt-5/qtwidgets-itemviews-spreadsheetexample.html>

## BSD 3.0

- wpa\_supplicant: [https://w1.fi/cgit/hostap/plain/wpa\\_supplicant/README](https://w1.fi/cgit/hostap/plain/wpa_supplicant/README)

## MIT License

- QtXlsx: <http://qtxlsx.debao.me>
- ijs: <http://www.openprinting.org/download/ij/s/download>
- lcms: <https://sourceforge.net/projects/lcms/files/lcms>
- seedrandom.js: <https://github.com/davidbau/seedrandom>

## Custom Licenses

- libsqlite3odbc: <http://www.ch-werner.de/sqliteodbc>
- openjpeg: <https://github.com/uclouvain/openjpeg>
- zlib(GPCompression): <https://github.com/madler/zlib>

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## WARRANTIES

### 5-Year DuraLabel Printer Warranty

Graphic Products' DuraLabel printers are warrantied to be free from defects in materials and workmanship for a period of five (5) years from the date of purchase. Within this period, Graphic Products, Inc. will, at its sole option, repair or replace any components which fail in normal use. Such repairs or replacement will be made at no charge to the purchaser for parts or labor, provided that the purchaser shall be responsible for any transportation cost. This warranty does not cover loss, damages from accident, or equipment or parts which have been misused, altered, neglected, carelessly handled, used for purpose other than those for which the printer was manufactured, or damages resulting from unauthorized service.

### REPAIRS

Repairs are warrantied for 90 days. If the original warranty is still in effect, repaired units will remain under their original warranty or for 90 days from the date of service, whichever is longer.



## Warranty Details

The warranties and remedies contained herein are exclusive and in lieu of all other warranties whether express, implied, or statutory, including any liability arising under any warranty of merchantability or fitness for a particular purpose, statutory or otherwise. This warranty gives the purchaser specific legal rights, which may vary from state to state.

In no event shall Graphic Products be liable for any incidental, special, indirect, or consequential damages, whether resulting from the use, misuse, or inability to use the product for any reason including defect. Some states do not allow the exclusion of incidental or consequential damages, so the above limitation may not apply in all areas.

Graphic Products retains the exclusive right within all warranty periods to repair, replace, or offer a full refund of the purchase price at its sole discretion. Such remedy shall be the purchaser's sole and exclusive remedy for any breach of warranty.

General maintenance and cleaning of the DuraLabel printer is the purchaser's responsibility and is not covered by the warranty. Expendable items or parts such as label supply and ribbon are not covered by this warranty.



**NOTE:** Specific preparation may be required before shipping. Please contact your Graphic Products representative to ensure correct return procedure: please call 800-788-5572 for details. Graphic Products, Inc. shall not be responsible for any loss or damages incurred during shipping.

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## 5-Year DuraLabel Premium Vinyl Warranty

DuraLabel supplies are tested for durability under various conditions, including UV exposure, moisture, heating and cooling cycles, abrasion, and chemical exposures. Graphic Products warranties labels made from its Premium Vinyl supplies for a period of five (5) years.

Within five years of purchase and after proper application, Graphic Products will replace labels made with DuraLabel Premium Vinyl which become unreadable or fail to maintain adhesion with the labeled surface. In such instance, Graphic Products, Inc. will provide a one-time replacement roll of the same supply.

# BRONCO<sup>®</sup>

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## MAX

800-788-5572 | GraphicProducts.com



### MAXIMIZE YOUR TIME & EFFICIENCY



# DuraLabel<sup>®</sup>



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