

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



INDUSTRIAL LABEL PRINTER

## QUICKSTART GUIDE

**READ ME FIRST**



800-788-5572  
DuraLabel.com

# 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 to avoid nullifying the Bronco Max warranty, please follow these rules:

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

If you have any issues, please contact DuraLabel support by calling **800-788-5572** or visiting **[DuraLabel.com](https://www.DuraLabel.com)**.



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# GETTING STARTED

Thank you for choosing the DuraLabel Bronco Max. With this desktop printer, producing custom labels and signs is fast and easy. This guide will show you how to set up your new Bronco Max, load supplies, and start printing labels. Your printer comes with a Windows printer driver and a PC version of the LabelForge PRO label design software.

## In the Box

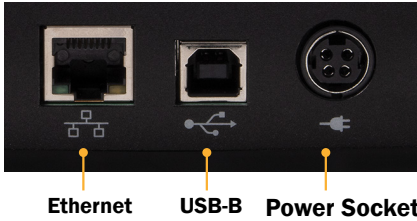
In Bronco Max's box, you will find the following:



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 Quick Start Guide

## Initial Setup

1. Place the Bronco Max printer on a secure, flat surface.
2. Plug the AC Adapter into a standard, grounded three-prong wall outlet. Then, plug the other end of the power cord into your Toro Max power socket, ensuring the **flat side of the connector is facing up**. This connector uses a slider to latch into place, preventing accidental disconnects. To unplug the connector from your Toro Max, grasp the plug slider and pull it away from the printer.



3. Press the Power button to turn on your Bronco Max.

Cover Release Latch



Feed Button

Cutter Opening

Power Button



Input/Output (I/O) Panel

## Connecting the Printer

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

1. Make sure Bronco Max is powered on.
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.

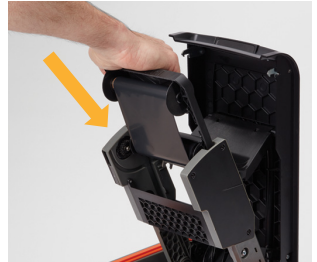
If you need help, please contact your DuraLabel representative for support.

# 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, ensuring it extends past the black rubber roller (platen roller). For more room, flip the cutter module down by simply pulling 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 pressing firmly on both sides of the lid; 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!



# 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, 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 in 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 the swab or cloth to gently wipe away any material that has stuck to the roller surface. Then, press the platen back into place, then rotate the two black latches towards the back of the printer ensuring the black rubber roller is securely locked into place.



8. 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.





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To download the full Bronco Max User Guide,  
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