

Run Your Business Better.

*Run with Zebra.*



On-Demand  
Specialty  
Printing Solutions  
for Business  
Improvement





Why trust Zebra to solve your specialty printing challenges? For the same reasons Global 2000 companies and 90 percent of the Fortune 500 do.

*The best-run businesses run with Zebra.*



You get effective solutions built upon:

**PRODUCTS** that have earned a reputation for reliability and durability. With an installed base of 5 million printers—and an offering of hundreds of high-quality specialty printer supplies based on nearly 20 years of supplies development and manufacturing experience—the Zebra® brand is the most respected in the industry.

**GREAT SERVICE.** Expect to gain real value from our exceptional services, including ZebraCare™ Extended Warranty and Maintenance Agreements and our 24/7 online technical support. We strive to fully understand your needs and expectations.

**STRENGTH AND STABILITY** based on our deep resources, and industry leadership since 1969. Count on a long and successful relationship when you run with Zebra.

**FLEXIBILITY** for the future. Meet your evolving business challenges with our innovative, easy-to-integrate specialty printers, supplies, software, and connectivity solutions—the broadest choice anywhere.

Why choose thermal, on-demand,  
variable-data printers and supplies over  
other print technologies?



Do more and spend less compared with laser, dot matrix, and ink jet printing. Run with the advantages of Zebra thermal printing solutions.

- > Zebra's solutions produce the crispest, clearest print quality. Text is easy to read, graphics look great, and even the most complex bar codes scan error-free.
- > Zebra's rugged thermal printers cost less to own, are faster and more reliable than other thermal printing solutions, and can bring the productivity of distributed or mobile printing to your harshest environments.
- > Zebra offers a dedicated supply of in-stock and custom paper and synthetic media and ribbons to match your application.
- > Print on demand at the point of application with Zebra mobile printers and connectivity solutions, rather than returning to a centralized printer for labels. Your employees will be more productive and make fewer labeling errors.
- > End waste from unused labels. Unlike pre-printed labels, labels printed on demand with Zebra printers do not risk becoming outdated.
- > Add item traceability and accountability to your supply chain. Zebra's thermal bar code printers can print serial numbers and other variable information on each label.
- > Add RFID to your existing operations with exclusive printer/encoders that print bar codes and encode smart labels.

# *Run with Zebra*

**SOLUTIONS FOR PERSONAL  
IDENTIFICATION AND AUTHENTICATION**



To enhance safety and security,  
accurately identify anyone from patient  
to patron with Zebra's printing solutions.

- > Ensure hospital patient safety and privacy—and meet standards such as those defined by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) and the Health Insurance Portability and Accountability Act (HIPAA)—with positive patient identification. Verify patients' identities by scanning their bar code-printed wristbands before dispensing medications or performing procedures. Confirm the right medication and dose with bar coded unit dose labels—then use a mobile printer at bedside to produce medication labels for the patient's chart.
- > Increase public safety by using bar code wristbands to identify and track prison inmates, arrestees, and crisis victims.
- > Identify employees and visitors to enhance security. Print badges, cards, or wristbands for identification, authentication, and access control incorporating bar codes, radio frequency identification (RFID), magnetic stripes, "smart" chips, holograms, and other security features.
- > Control access to parks, events, resorts, cruise ships, and entertainment venues. With RFID cards, tickets, or wristbands, you can also locate lost visitors, build revenue through convenient cashless payments, and track guest preferences.

# *Run with Zebra*

**SOLUTIONS FOR  
TRACKING AND ASSET MANAGEMENT**



Move it without losing it. Keep track of any item with bar code and RFID solutions from Zebra.

- > Accurately track parts, products, and material flow through your process and throughout your supply chain. You'll raise efficiency, improve quality, reduce inventory errors and waste, and—with accurate, real-time data—increase return on investment from your enterprise software system by as much as 30 percent to 50 percent.
- > With an automatic tracking system based on Zebra's asset management printing solutions, know at all times the location of any asset—be it file folder, police evidence, military equipment, rental video, industrial pallet, or high-value luxury good. By finding it fast, you'll boost productivity. By securing its whereabouts, you'll secure your profits.
- > Business processes such as asset management, inventory control, work in process, and supply chain management can be transformed by RFID technologies. If you believe that you will be adopting RFID in the future but need bar code printers today, consider Zebra's RFID Ready program, which allows you to invest in the bar code printers you need now while safeguarding a migration path to the RFID technology you will need in the future. Ask your Zebra Solutions Specialist about Zebra's RFID Ready program today.

# *Run with Zebra*

**SOLUTIONS FOR  
COMPLIANCE LABELING**



Comply with confidence with the latest industry and customer labeling requirements. Like thousands of companies worldwide, you can rely on Zebra for:

- > On-demand carton, case, and pallet Electronic Product Code™ (EPC) compatible smart labeling to conquer RFID supply chain initiatives. Enhance reliability by using smart labels that Zebra has designed to work specifically with its RFID printer/encoders.
- > UL and CSA pre-approved ribbon, label, and printer combinations. Zebra's efforts to ensure these materials' UL/CSA conformance before you receive them will save you approval time later and help you speed your products to market.
- > Support for all EAN.UCC standards and symbologies, including the efficient reduced space symbology (RSS).
- > Label inspection and compliance certification services including the GM 1724A Compliance Label Support Program.
- > 4" x 6" (101 mm x 182 mm) paper labels for shipping compliance applications, in stock and ready to ship. To order labels, contact your Zebra specialist, call Zebra's Supplies team at +1 866 230 9495, or visit [www.zipzebra.com](http://www.zipzebra.com).
- > The most diverse product line to meet all your label size and volume needs.
- > Label design software that supports all leading compliance formats and bar code symbologies.



Increase customer loyalty and improve efficiency using Zebra's solutions for mobile sales processing and receipt, ticket, and card printing.

- > Accept mobile payment to capture more consumer spending, and speed lines for greater customer satisfaction and retention.
- > Manage peak busy times without adding inflexible, space-consuming counters.
- > Issue customized gift certificates, loyalty cards, or coupons on demand.
- > Provide secure tableside service. Enter orders, let customers preview their bills, and process payments faster and more securely because the credit card stays at the table.
- > Enhance traveler convenience. Expedite car rental returns with mobile processing, and offer mobile check-in to prevent long lines at airports, hotels, or conferences.
- > Improve field sales, service, and delivery. Accept credit card payment and create accurate documentation at the customer site.
- > Print legible, accurate law enforcement citations on the go. Electronic citation systems using mobile printing technology reduce paperwork and administrative time, improve officer safety, and increase revenue collection rates.
- > In any of these applications, ensure high-quality printing results and maximize printer performance by using Zebra printers with Genuine Zebra supplies and accessories.

## *Run with Zebra*

**EXPERIENCED ASSISTANCE  
TO SOLVE YOUR PRINTING NEEDS**

For the on-demand printing solution that's right for you, contact your Zebra specialist, or find one in our global network using the partner locator on Zebra's Web site at [www.zebra.com](http://www.zebra.com). Our authorized channel partners, backed by stringent training and substantial experience, guarantee you a high level of Zebra product expertise. They also offer you value-added services ranging from pre-sale consultation and systems integration to technical support and financing options. Many specialize in particular applications or industries, further ensuring you receive the most qualified guidance in resolving your printing challenges and improving your business.

## THE ZEBRA ASSURANCE OF QUALITY

You can have complete confidence in Zebra printers and supplies. You'll enjoy global service, dedicated technical support, and 24/7 online assistance. Your printer also comes with a competitive back-to-factory product warranty of one-year on labor and parts,\* and a six-month printhead warranty. A choice of Zebra complete bundling programs offers an easy and affordable way to purchase Zebra Supplies and receive free printheads and/or discounted ZebraCare service. Zebra supplies are engineered specifically for your printer and application to assure optimal printing performance. No one offers more supplies for your printer than Zebra—where your satisfaction is a top priority.

*\*Hardware items such as accessories, batteries, and Genuine Zebra replacement parts are covered by separate warranties. Please ask your Zebra specialist for details.*

Which one do you need? It depends on variables such as your printing application, environment, volume, and materials.

Zebra's specialists are trained to provide



High-performance printers deliver mission-critical, 24/7, heavy-industrial printing.



RFID smart label printer/encoders make case/pallet tracking easy and efficient, and can integrate seamlessly with most enterprise software systems.



Affordable and compact, desktop printers offer a variety of printing applications such as labels, tags, wristbands, receipts, tickets, and coupons.



Card printers instantly issue plastic cards for applications such as secure identification, access control, and retail loyalty programs.



ZebraLink™ Solutions expand the power of Zebra printers. Your Zebra specialist can recommend the right ZebraLink Solutions networking, software, and firmware tools to optimize your printing solution, no matter your organization's size.



Zebra offers innovative wireless and wired connectivity solutions as well as enterprise printer management software as part of the ZebraLink Solutions family—making Zebra printing solutions easy to integrate into your network.

the best solution for your circumstances, including integration of Zebra printers with other leading technologies. It all starts with a phone call to +1 800 423 0442.



Mobile printing solutions perform wherever needed to improve productivity and customer service.



Specify Zebra's heavy-duty OEM print engines for high-speed, automated, print-and-apply applications.



Rugged, reliable, industrial and commercial printers enhance productivity in an array of applications and environments.



Easy-to-use label design software makes creating complex bar code label designs and format changes "click" simple.



For peace of mind, insist on Genuine Zebra Supplies. Request custom solutions, or choose from more than 1,000 in-stock label, tag, and ribbon combinations—from basic paper shipping labels to those that can withstand molten solder baths or cryogenic freezing.



Count on Zebra Authorized Service Providers, ZebraCare extended warranty programs, and Genuine Zebra printheads, batteries, parts, and accessories to preserve printer reliability and quality results.



For additional information, contact your Zebra Solutions Specialist, call +1 800 423 0442, or visit our Web site.

[www.zebra.com](http://www.zebra.com)



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#### Other Locations

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Europe: France, Germany, Italy, Netherlands, Poland, Spain, Sweden, United Kingdom

Asia-Pacific: Australia, China, Japan, Singapore, South Korea

Latin America: Florida (USA), Mexico

Africa/Middle East: South Africa, United Arab Emirates

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Full Line

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