RETAIL

Zebra Printing Solutions

ZEBRA TECHNOLOGIES

SEE MORE. DO MORE.

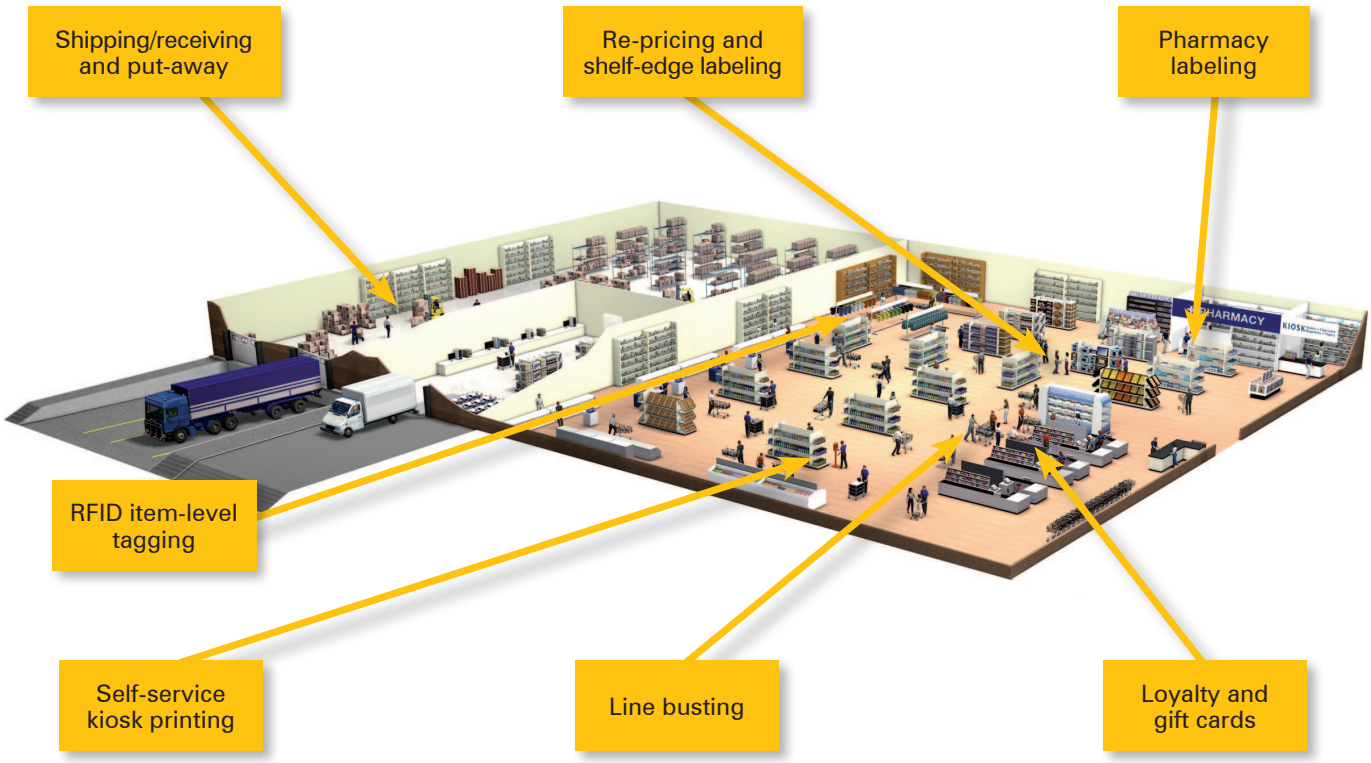
FROM SALES FLOOR. TO BACK OF STORE. STORES RUN BETTER WITH ZEBRA.

Savvy retailers rely on Zebra's thermal printers and supplies to help reduce operating and labor costs and build customer loyalty. That's likely why many of the largest U.S. retailers have installations of more than 1,000 Zebra® printers each, and most of the top U.S. retailers use Zebra mobile printers.

In fact, every retailer—regardless of size or segment—can easily employ Zebra printing solutions to gain the storewide efficiencies and cost reductions needed to survive and thrive in today's intensely competitive market. And every retail IT staff will find that easy-to-integrate, highly reliable Zebra printers require little effort to install, use, manage and maintain.

"Markdown execution is faster, more reliable and less error-prone. We save a significant amount of time on labeling and inventory."

Clinton Wolff / VP & CFO with responsibility for IT, The Bargain! Shop



SALES FLOOR

APPLICATIONS

Re-pricing and Shelf-Edge Labeling

Using Zebra mobile printers for in-aisle re-pricing and shelf-edge labeling can reduce labor costs by up to 40 percent. In addition, it aids compliance with pricing regulations by improving accuracy; and it helps raise profitability due to more flexible and timely price changes, fewer out of stocks and better handling of returns.

And now available with 802.11a/b/g/n wireless connectivity, the QLn™ family of direct thermal mobile label printers further improves productivity with faster throughput and better ranges offered by this technology.

For recommended **price and shelf-edge labeling solutions**, see the Product Selector Guide.

Line Busting

Speed checkout lines for greater customer satisfaction and retention. Zebra's mobile printers can process credit card payments and issue receipts, rain checks and return slips almost anywhere.

For recommended **line-busting receipt printing solutions,** see the Product Selector Guide.

Self-Service Kiosk Printing

To raise customer loyalty and revenue without adding associates, improve the customer experience with self-service kiosks for everything from gift registries to generating coupons. In addition to reliable thermal printers and supplies for custom kiosks, Zebra offers the Zebra Kiosk Print Station—an innovative and affordable off-the-shelf, all-in-one kiosk solution.

For recommended **self-service kiosk printing solutions,** see the Product Selector Guide.

Loyalty and Gift Cards

Reward customers for repeat business. Use a Zebra card printer and card supplies to create loyalty cards in-house and on-demand, so customers can begin using their cards immediately. Creating personalized photo gift cards is another way to set a store apart from its competitors.

For recommended solutions to create **personalized photo gift cards**, see the Product Selector Guide.

Pharmacy Labeling

Streamline workflow, reduce costs and raise customer satisfaction by adding Zebra's thermal printing technology to your retail pharmacy's prescription fill process. Zebra's low-maintenance prescription labeling solutions decrease customer wait time and time to quality-check prescriptions. They cut consumables costs compared to laser printing. And they integrate easily with leading pharmacy software packages.

For recommended **pharmacy labeling solutions,** see the Product Selector Guide.

Product Identification and Price Labeling

Zebra has printers and media for price labeling and product identification for a variety of departments and store types. Produce tickets and tags, jewelry labels and other small price labels, temperature- and moisture-resistant labels for refrigerated or frozen foods, large-format description tags for durable goods and bulky items, and more.

For recommended solutions for printing labels and tags including **jewelry labels, small-item price labels, large-item description tags, hang tags for re-tagging, specialty tags and bean flips, photo department price labels, automotive oil change labels, and grocery labels,** see the Product Selector Guide.

RFID Item-Level Tagging

Increase inventory accuracy, boost process efficiencies and reduce out-of-stocks with retail in-store item-level tagging. With Zebra's world's-first RFID mobile printer/encoder, effectively add or replace item-level tags anywhere in the store.

For recommended **item-level tagging solutions**, see the Product Selector Guide.

BACK OF STORE

APPLICATIONS

Shipping/Receiving and Put-away

Improve inventory management and reduce out-of-stocks with the help of Zebra's midrange stationary printers and supplies, or get the added benefit of saving walk time and boosting productivity with mobile printers and supplies. Add barcode labels at receiving for fast put-away and pick to speed products to the sales floor. Also print shipping labels to speed store transfers, home delivery and return-to-vendor processes.

For recommended printers and supplies for **receiving labeling and inventory labeling,** refer to the chart.

Topshop Russia store assistants use handheld terminals and Zebra mobile printers to make price change labeling easier, resulting in less time wasted, fewer errors, and better overall customer service.

"We're satisfied with the results and quality of the project. We're now likely to replicate this price markdown printing solution for other retail franchises with Eliona Group."

Oleg Andreev, Group IT Director, The Eliona Group

Staff at WHSmith, a major book retailer in the U.K., scan customers' baskets while in line, and use Zebra mobile printers to print receipts to speed checkout at the counter.

"In the past, shoppers have perceived queuing as a barrier to either coming into the store or buying anything once they are here. Feedback from customers has been enthusiastic. We reduced customer wait time by 50 percent."

Mark Branwell, Business Systems Manager, WHSmith

By connecting Zebra mobile printers with handheld terminals, the MIM women's boutique chain in France now labels repriced products three times faster.

"We chose Zebra's mobile printers as they were compatible with existing equipment and development tools, but above all because they are very easy to use for the store sales staff, all at a reasonable cost."

Philippe Lafon, IT Manager, MIM

PRODUCT SELECTOR GUIDE

SALES FLOOR

Application	Printer	Recommended Media
SHELF-EDGE LABELING		
Shelf price labels/tags	**GK420d™ QLn™ series**	**Z-Select™ 4000D 5.3 mil Tag** Bright white, ultra-smooth direct thermal paper tag **Z-Select 4000D Removable Label** Bright white, ultra-smooth direct thermal paper label featuring a removable adhesive that allows for clean removability without damaging the label or surface **8000D Shelf Label** Bright white, direct thermal polypropylene label that is tear- and moisture-resistant
Clearance shelf price labels	**GK420d QLn series**	**Z-Select 4000D 5.3 mil Tag** Bright white, ultra-smooth direct thermal paper tag **Z-Select 4000D Removable Label** Bright white, ultra-smooth direct thermal paper label featuring a removable adhesive that allows for clean removability without damaging the label or surface **8000D Shelf Label** Bright white, direct thermal polypropylene label that is tear- and moisture-resistant
Shelf talkers	**GK420d QLn series**	**8000D Shelf Label/Talker White** Direct thermal shelf label and talker in one. Perforation allows shelf talker to be torn off after sale ends, leaving shelf label.
LINE-BUSTING RECEIPT PRINTING		
Receipts	**MZ™ series**	**Z-Perform™ 1000D 2.4 mil Receipt** White, uncoated 7.5 mil direct thermal paper tag
SELF-SERVICE KIOSK PRINTING		
Gift registry receipts, coupons	**TTP 7000™ TTP 8000™**	**Z-Perform 1000D 3.5 mil Receipt** Direct thermal, white, uncoated, 3.5 mil paper receipt that provides excellent print quality
Zebra Kiosk Print Station receipts	**TTP 2000™ KR203™**	**Z-Perform 1000D 3.5 mil Receipt** Direct thermal, white, uncoated, 3.5 mil paper receipt that provides excellent print quality
PERSONALIZED PHOTO GIFT CARD PRINTING		
Personalized photo gift cards	**P330i™ ZXP Series 3™**	Assorted—white, color, magnetic stripe, smart card
PHARMACY LABELING		
Pharmacy labels	**GK420d LP 2824 Plus™**	**8000D Pharmacy Vial** Direct thermal paper label that withstands exposure to heat, moisture and everyday solvents and can be written on with a ballpoint pen
JEWELRY LABELING		
Jewelry labels/ Jewelry clearance labels	**GX420d™**	**8000D Jewelry** Direct thermal polypropylene label with a UV shield that provides resistance to ultraviolet light
SMALL-ITEM PRICE LABELING		
Small price labels	**QLn series**	**Z-Perform 1000D** Uncoated, bright white, smooth direct thermal paper facestock
RFID ITEM-LEVEL TAGGING		
Item-level apparel tagging	**RP4T™**	Thermal transfer paper facestock with UHF EPC Class 1 Gen 2 inlay

Application	Printer	Recommended Media
LARGE-ITEM DESCRIPTION TAGS		
Description tags for large items	**GK420d**	**Z-Select 4000D 7.5 mil Tag** Bright white, ultra-smooth direct thermal paper tag
HANG TAGS FOR RE-TAGGING		
Hang tags	**GK420d QLn series**	**Z-Select 4000D 5.3 mil Tag** Bright white, ultra-smooth direct thermal paper tag
SPECIALTY TAGS & BEAN FLIPS		
Sale price tags	**GK420d**	**Z-Select 4000D 7.5 mil Tag** Bright white, ultra-smooth direct thermal paper tag
Sale bean flips	**GK420d**	**Z-Select 4000D 5.3 or 7.5 mil Tag** Bright white, ultra-smooth direct thermal paper tag
PHOTO DEPARTMENT LABELING		
Photo department price labels	**GK420d LP 2824 Plus**	**Z-Select 4000D Label** Bright white, ultra-smooth direct thermal paper facestock
AUTOMOTIVE DEPARTMENT LABELING		
Automotive oil change cling label	**GK420t™ GX430t™**	**8000T Cling** Static cling thermal transfer vinyl label available in white or clear. Features excellent image durability and cling to metal, glass and most plastics.
GENERAL GROCERY LABELING		
Freshness date labels	**GK420d QLn series**	**Z-Select 4000D Label** Bright white, ultra-smooth direct thermal paper facestock
Meat markdown labels	**QLn series**	**Z-Perform 2000D Label** Bright white, smooth direct thermal paper facestock
Previously frozen labels	**GK420d QLn series**	**Z-Select 4000D Label** Bright white, ultra-smooth direct thermal paper facestock
Use by labels	**GK420d QLn series**	**Z-Select 4000D Label** Bright white, ultra-smooth direct thermal paper facestock
Bakery ingredient labels	**GK420d**	**Z-Perform 1000D Label** Uncoated, bright white, smooth direct thermal paper facestock

BACK OF STORE

Application	Printer	Recommended Media
RECEIVING LABELING		
For products received into store unlabeled	**GK420d ZM400™ ZM600™ ZT200™ series QLn series**	**Z-Select 4000D 5.3 mil Tag** Bright white, ultra-smooth direct thermal paper tag **Z-Select 4000D Removable Label** Bright white, ultra-smooth direct thermal paper label featuring a removable adhesive that allows for clean removability without damaging the label or surface
INVENTORY LABELING		
Inventory prep labels	**QLn series ZT200 series**	**Z-Perform 1000D Label** Uncoated, bright white, smooth direct thermal paper facestock

THERMAL PRINTING SOLUTIONS

FOR RETAIL

QLn™ Series

Powerful QLn mobile printers with advanced, secure wireless connectivity—including 802.11a/b/g/n wireless LAN capabilities—quickly process high-quality label formats. Easy to use, integrate, and manage, the QLn is ideal for price marking, shelf labeling and inter-store transfers.

MZ™ Series

Watch sales and satisfaction improve when you offer mobile point-of-sale service for line-busting. The simplicity, size and style of the MZ series receipt printers put powerful Zebra printing in the palm of your hand.

RP4T™

The world's first mobile thermal transfer RFID printer/encoder, the RP4T prints long-lasting labels and receipts where and when you need them. It's the perfect printer for RFID item-level apparel tagging.

G-Series™

The Zebra G-Series desktop thermal printers meet all your low- to medium-volume printing requirements. From the basic GK models to the feature-rich GX models, these compact printers fit neatly on crowded countertops and are easy to integrate into your existing system.

ZT220™/ZT230™

Designed with ease-of-use in mind, the ZT200 series is the right choice for a variety of labeling applications. Whether your needs call for the all-metal encased ZT230 or the highly affordable ZT220, the ZT200 delivers intuitive user operation, simplified serviceability, and streamlined design to help you maximize back-of-store productivity—faster, more efficiently than ever before.

ZM400™/ZM600™

These rugged, metal, high-speed printers deliver efficient 4-inch-wide or 6-inch-wide labeling and flexible network connectivity for easy integration in most warehousing and backroom applications. They're easy to operate, load and maintain.

Zebra Kiosk Print Station

The Zebra Kiosk Print Station is an innovative, all-in-one kiosk solution that is affordable enough for even small retailers, and can be pole- or wall-mounted anywhere.

Genuine Zebra™ Supplies

Ensure consistent print quality, reduce downtime and increase productivity in your printing process with genuine Zebra supplies. We manufacture each supplies product with the exact same materials every time so you always get crisp, readable and scannable output without needing to adjust the printer darkness setting between rolls.

ZebraCare™ Service Agreements

Reduce the cost of printer downtime due to lost productivity and unbudgeted repair costs by selecting a ZebraCare Depot or On-Site service agreement.

ZebraCare service agreements allow you to:

- Plan and budget annual service needs.
- Reduce the soft costs associated with out-of-service printers, and increase uptime.
- Choose the service option right for your company.

ZebraCare™

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