Retail Printing Solutions

From Store Floor. To Back of Store. Retailers 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.

Ideal for these applications:

- Put-Away and Shipping / Receiving
- Pharmacy Labels
- Inventory Management
- Shelf-Edge / Price Labels
- Mobile POS - Checkout
- Self-Service Kiosk
- RFID Item-level Tagging

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

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

Store Floor
SOLUTIONS

Price Management

Using Zebra mobile printers for in-aisle re-pricing and shelf-edge labeling can reduce labor costs 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. Zebra direct thermal mobile label printers further improves productivity with faster throughput and better ranges offered by this technology. Zebra has printers and media for price labeling and product ID for a variety of store types.

Inventory Management

Improve inventory management and reduce out-of-stocks with the help of Zebra's mid-range 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. Print shipping labels to speed store transfers, home delivery and return-to-vendor processes.

RFID Item-level Tagging

Zebra has the largest range of RFID printers and encoder product to fit retailer use cases. Increase inventory accuracy, boost process efficiencies and reduce out-of-stocks with retail in-store item-level tagging. Our solutions offer tag flexibility and lowest applied tag cost and advanced functionality. Zebra strongly invests in RFID hardware and software development and provide a dedicated product management and business development team.

Mobile Point of Sale and Customer Engagement

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.

Zebra Commerce helps customers realize the full potential of the Internet of Things in retail through business-based mobile technologies. It is a customer-centric technology or solution stack that combines hardware, software and services to enable retailers to maximize their assets, inventory, people and systems.

Loyalty, Membership 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.

Pharmacy Labels

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.

Couponing and Gift Registry

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.

Back of Store
SOLUTIONS

Put-Away and Shipping / Receiving

Assure shipments get delivered on time and to the right destination increasing customer service levels while providing complete visibility into the supply chain. Decrease errors, improve accuracy and increase productivity by identifying outgoing shipments. Apply barcode and RFID tags to ensure end-to-end traceability.

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

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.

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

ZD500R
Designed for applications where space is at a premium, the compact ZD500R™ offers simple, one-touch printing and encoding, straightforward loading, and automatic RFID calibration, making it ideal for applications where technical support staff is not available, such as retail in-store exception 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.

ZT410 / ZT420
These rugged, metal, high-speed printers deliver efficient 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.

Product Selector Guide

Store Floor		
Application	**Printer**	**Recommended Media**
Price Management		
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.
Receipts	iMZ Series	**Z-Perform™ 1000D 2.4 mil Receipt** White, uncoated 7.5 mil direct thermal paper tag
Couponing and Gift Registry		
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
Loyalty, Membership and Gift Cards		
Personalized Photo Gift Cards	ZXP Series 3™	Assorted — white, color, magnetic stripe, smart card
Pharmacy Labels		
Pharmacy Labels	GK420d ZD410™	**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	ZD500R™	Thermal transfer paper facestock with UHF EPC Class 1 Gen 2 inlay
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 and 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

Product Selector Guide

Store Floor (continued)

Application	Printer	Recommended Media
Photo Department Labeling		
Photo Department Price Labels	GK420d ZD410	**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

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Application	Printer	Recommended Media
Receiving Labeling		
For Products Received into Store Unlabeled	GK420d ZT410™ ZT420™ QLn420™	**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

Zebra OneCare Service

Increase printer uptime, and reduce lost productivity and unbudgeted repair costs, by selecting a Zebra OneCare service agreement. A cost-effective means of planning and budgeting your annual maintenance expenditures, your agreement ensures that trained Zebra technicians will bring your printer back to factory specifications. Zebra offers a variety of plans to fit your budget and business needs.

For more information about all of Zebra's Retail Solutions, visit www.zebra.com

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