

# RETAIL

## ZEBRA PRINTING SOLUTIONS



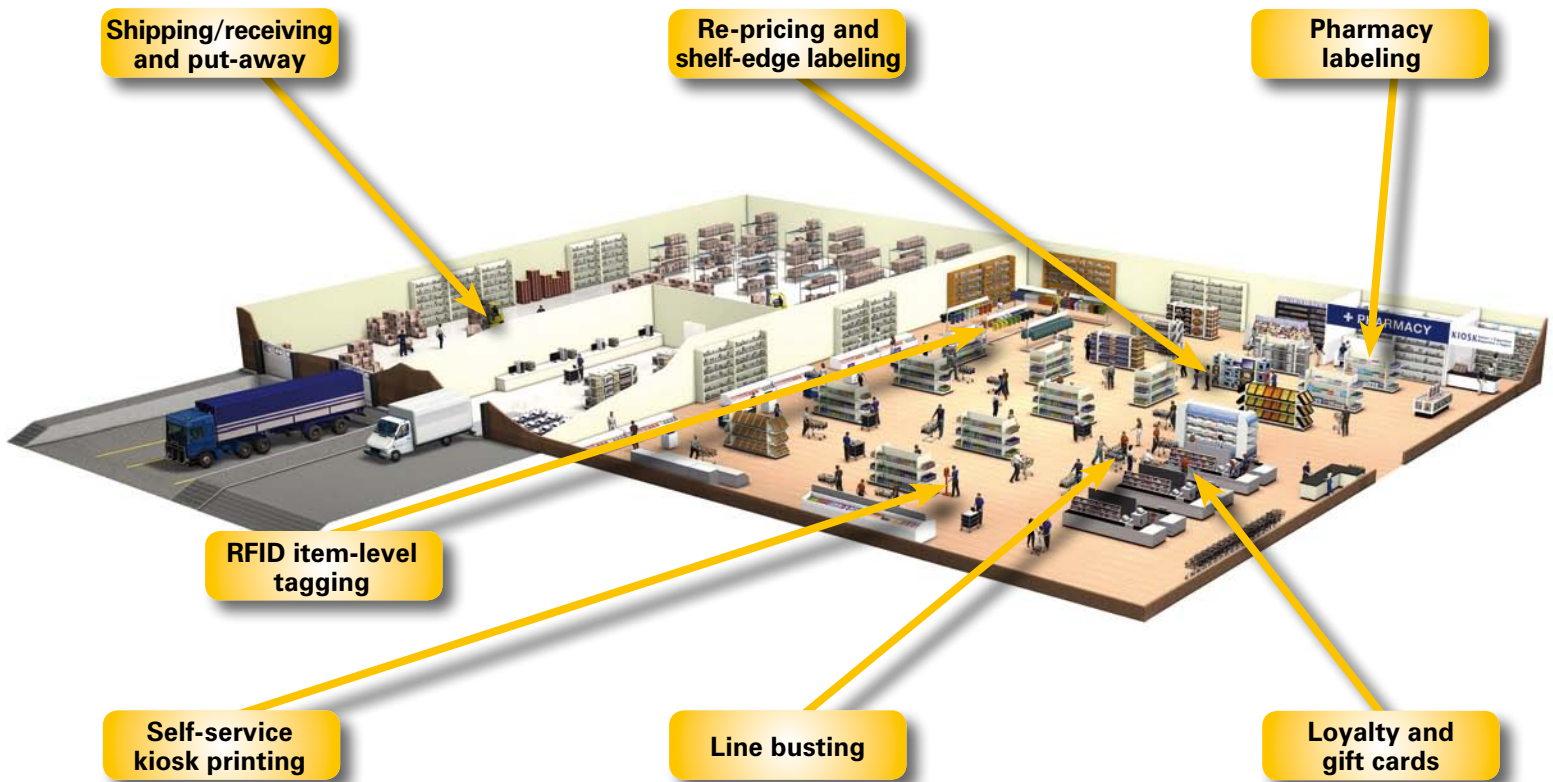
# From Sales Floor to Back of Store, Stores Run Better with Zebra

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

## 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.

For recommended printers and supplies for **price and shelf-edge labeling**, refer to the chart.

## 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 printers and supplies for **line-busting receipt printing**, refer to the chart.

## 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 printers and supplies for **self-service kiosk printing**, refer to the chart.

## 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 printers and supplies for creating **personalized photo gift cards**, refer to the chart.

## 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 printers and supplies for **pharmacy labeling**, refer to the chart.

## Product Identification and Price Labeling

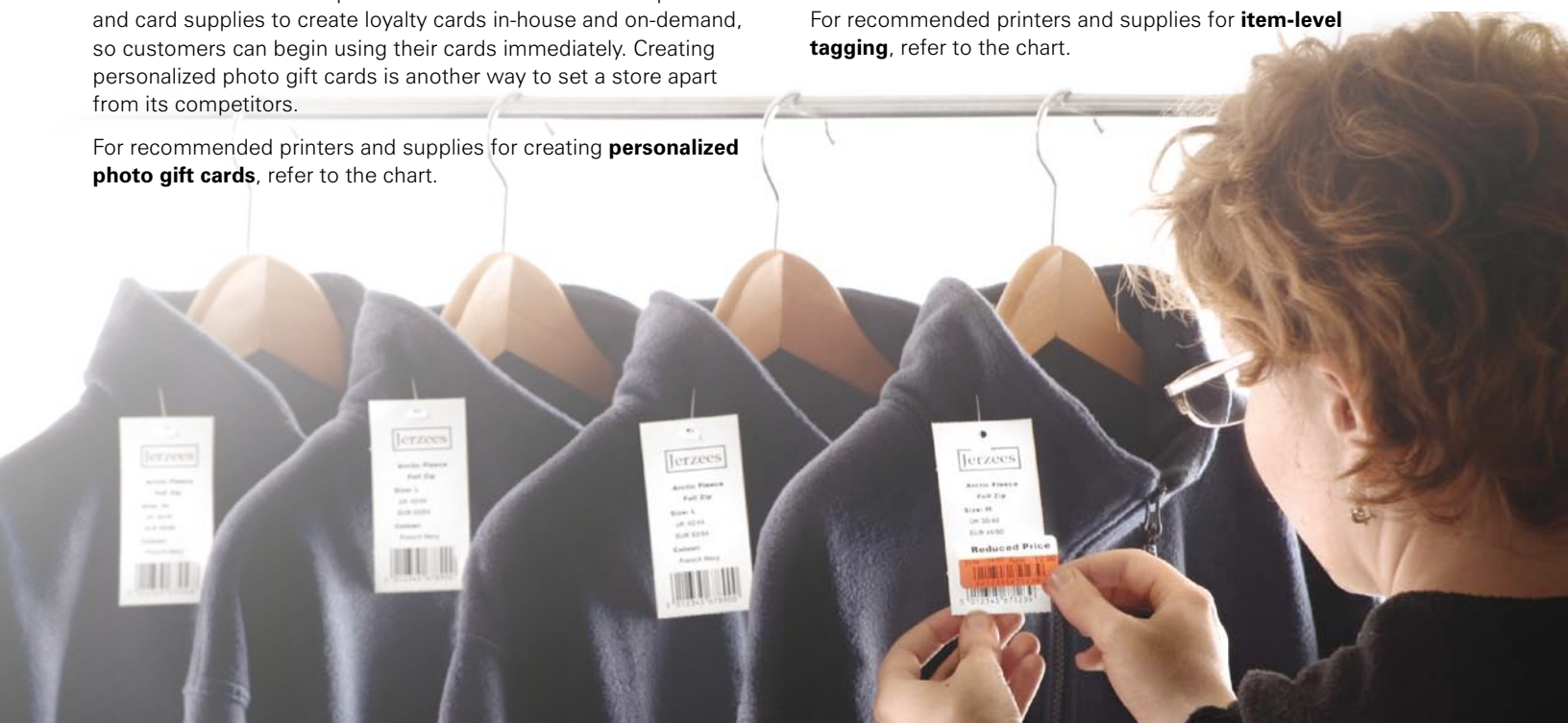
Zebra has printers and media for price labeling and product identification for a variety of departments and store types. Produce tickets and tags, jewelry labels and other small price labels, temperature- and moisture-resistant labels for refrigerated or frozen foods, large-format description tags for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

For recommended printers and supplies for printing labels 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**, and refer to the chart.

## 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 printers and supplies for **item-level tagging**, refer to the chart.



## Sales Floor

Application	Recommended Printer	Recommended Media
<b>SHELF-EDGE LABELING</b>		
Shelf price labels/tags	GK420d™ QLn™ series	<b>Z-Select™ 4000D 5.3 mil Tag</b> Bright white, ultra-smooth direct thermal paper tag
		<b>Z-Select 4000D Removable Label</b> Bright white, ultra-smooth direct thermal paper label featuring a removable adhesive that allows for clean removability without damaging the label or surface
		<b>8000D Shelf Label</b> Bright white, direct thermal polypropylene label that is tear- and moisture-resistant
Clearance shelf price labels	GK420d™ QLn™ series	<b>Z-Select 4000D 5.3 mil Tag</b> Bright white, ultra-smooth direct thermal paper tag
		<b>Z-Select 4000D Removable Label</b> Bright white, ultra-smooth direct thermal paper label featuring a removable adhesive that allows for clean removability without damaging the label or surface
		<b>8000D Shelf Label</b> Bright white, direct thermal polypropylene label that is tear- and moisture-resistant
Shelf talkers	GK420d™ QLn™ series	<b>8000D Shelf Label/Talker White</b> Direct thermal shelf label and talker in one. Perforation allows shelf talker to be torn off after sale ends, leaving shelf label
<b>LINE BUSTING RECEIPT PRINTING</b>		
Receipts	MZ™ series RW™ series EM 220™	<b>Z-Perform™ 1000D 2.4 mil Receipt</b> White, uncoated 7.5 mil direct thermal paper tag
<b>SELF-SERVICE KIOSK PRINTING</b>		
Gift registry receipts, coupons	TTP 7000™ TTP 8000™	<b>Z-Perform 1000D 3.5 mil Receipt</b> Direct thermal, white, uncoated, 3.5 mil paper receipt that provides excellent print quality
Zebra Kiosk Print Station receipts	TTP 2000™ KR203™	<b>Z-Perform 1000D 3.5 mil Receipt</b> Direct thermal, white, uncoated, 3.5 mil paper receipt that provides excellent print quality
<b>PERSONALIZED PHOTO GIFT CARD PRINTING</b>		
Personalized photo gift cards	P330i™ ZXP Series 3™	Assorted—white, color, magnetic stripe, smart card
<b>PHARMACY LABELING</b>		
Pharmacy labels	GK420d™ LP 2824 Plus™	<b>8000D Pharmacy Vial</b> Direct thermal paper label that withstands exposure to heat, moisture and everyday solvents and can be written on with a ballpoint pen
<b>JEWELRY LABELING</b>		
Jewelry labels/ Jewelry clearance labels	GK420d™	<b>8000D Jewelry</b> Direct thermal polypropylene label with a UV shield that provides resistance to ultraviolet light
<b>SMALL-ITEM PRICE LABELING</b>		
Small price labels	QLn™ series	<b>Z-Perform 1000D</b> Uncoated, bright white, smooth direct thermal paper facestock

Application	Recommended Printer	Recommended Media
<b>RFID ITEM-LEVEL TAGGING</b>		
Item-level apparel tagging	RP4T™	<b>Z-Ultimate™ 4000T</b>
<b>LARGE-ITEM DESCRIPTION TAGS</b>		
Description Tags for Large items	GK420d™	<b>Z-Select 4000D 7.5 mil Tag</b> Bright white, ultra-smooth direct thermal paper tag
<b>HANG TAGS FOR RE-TAGGING</b>		
Hang Tags	GX420d™ QLn™ series	<b>Z-Select 4000D 5.3 mil Tag</b> Bright white, ultra smooth direct thermal paper tag
<b>SPECIALTY TAGS &amp; BEAN FLIPS</b>		
Sale price tags	GK420d™	<b>Z-Select 4000D 7.5 mil Tag</b> Bright white, ultra-smooth direct thermal paper tag
Sale bean flips	GK420d™	<b>Z-Select 4000D 5.3 or 7.5 mil Tag</b> Bright white, ultra-smooth direct thermal paper tag
<b>PHOTO DEPARTMENT LABELING</b>		
Photo department price labels	GK420d™ LP 2824 Plus™	<b>Z-Select 4000D Label</b> Bright white, ultra-smooth direct thermal paper facestock
<b>AUTOMOTIVE DEPARTMENT LABELING</b>		
Automotive oil change cling label	GK420t™ GX430t™	<b>8000T Cling</b> Static cling thermal transfer vinyl label available in white or clear. Features excellent image durability and cling to metal, glass and most plastics.
<b>GENERAL GROCERY LABELING</b>		
Freshness date labels	GK420d™ QLn™ series	<b>Z-Select 4000D Label</b> Bright white, ultra-smooth direct thermal paper facestock
Meat markdown labels	QLn™ series	<b>Z-Perform 2000D Label</b> Bright white, smooth direct thermal paper facestock
Previously frozen labels	GK420d™ QLn™ series	<b>Z-Select 4000D Label</b> Bright white, ultra-smooth direct thermal paper facestock
Use by labels	GK420d™ QLn™ series	<b>Z-Select 4000D Label</b> Bright white, ultra-smooth direct thermal paper facestock
Bakery ingredient labels	GK420d™	<b>Z-Perform 1000D Label</b> Uncoated, bright white, smooth direct thermal paper facestock

## Back of Store

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

# Back of Store

## 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 bar code 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.

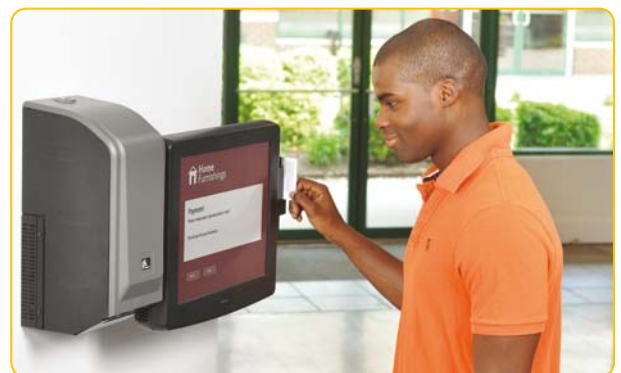
**"In the past, shoppers have perceived queuing as a barrier to either coming into the store or buying anything once they are here. Feedback from customers has been enthusiastic. We reduced customer wait time by 50 percent."**

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 QL 220™ 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

## 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.

## 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.

## RW™ Series



Watch sales and satisfaction improve when you offer mobile point-of-sale service for line-busting. Use an RW series mobile printer with integrated card reader, wireless network connectivity, and receipt printing capabilities.

## QLn™ Series



Powerful QLn mobile printers with advanced, secure wireless connectivity 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



The simplicity, size and style of the MZ series mini Zebra receipt printers are ideal for customers just starting out with mobile receipt printing applications. They 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.

## 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:

**ZebraCare™**

- 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.

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### Other Locations

**USA:** California, Georgia, Illinois, Rhode Island, Texas, Wisconsin **Europe:** France, Germany, Italy, the Netherlands, Poland, Spain, Sweden, Turkey, United Kingdom **Asia Pacific:** Australia, China, Hong Kong, India, Japan, Malaysia, South Korea, Singapore, Thailand **Latin America:** Brazil, Florida (LA Headquarters in USA), Mexico **Africa/Middle East:** Dubai, South Africa