

RETAIL

ZEBRA PRINTING SOLUTIONS



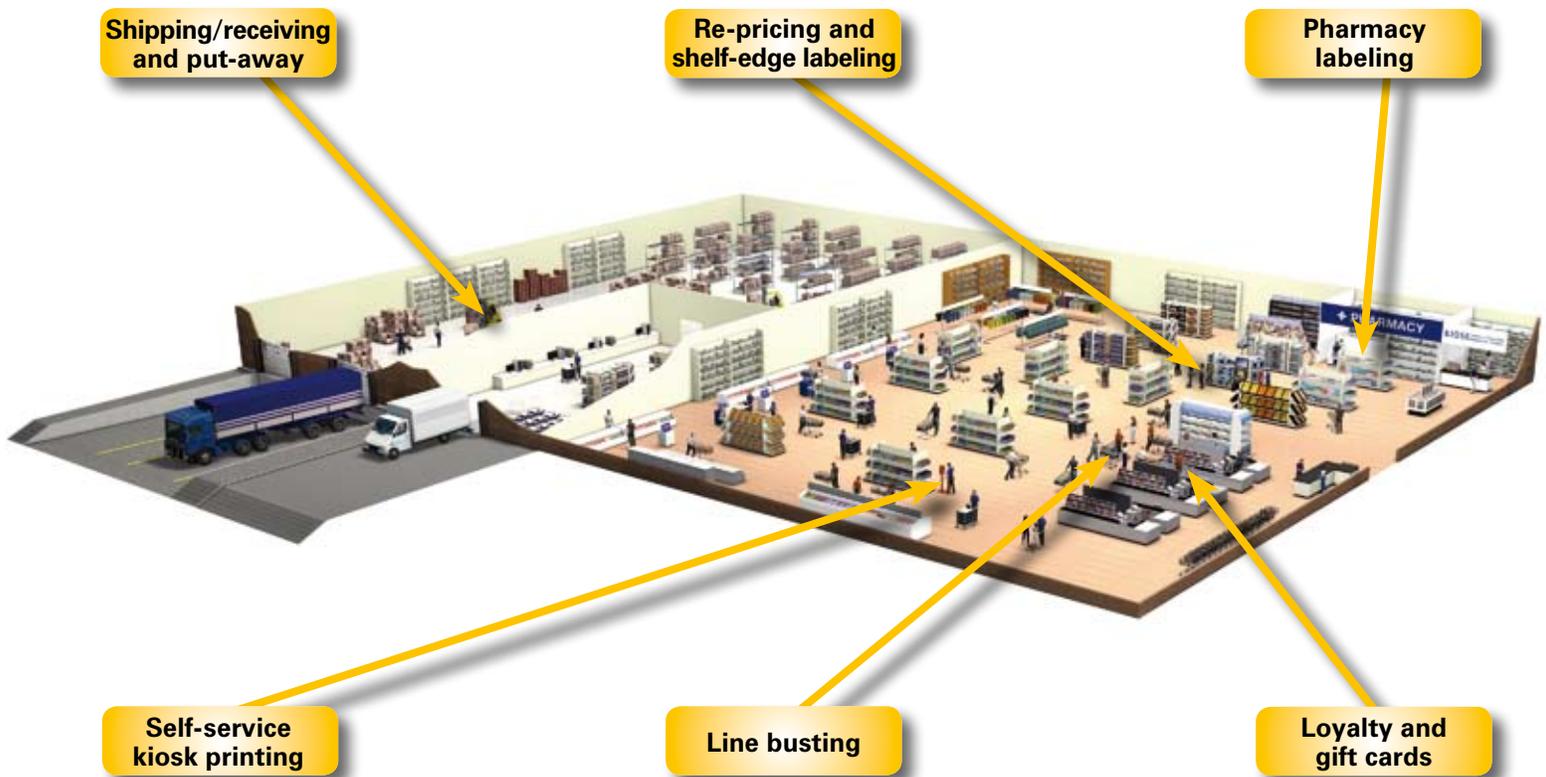
From Sales Floor to Back of Store, Stores Run Better with Zebra

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 **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

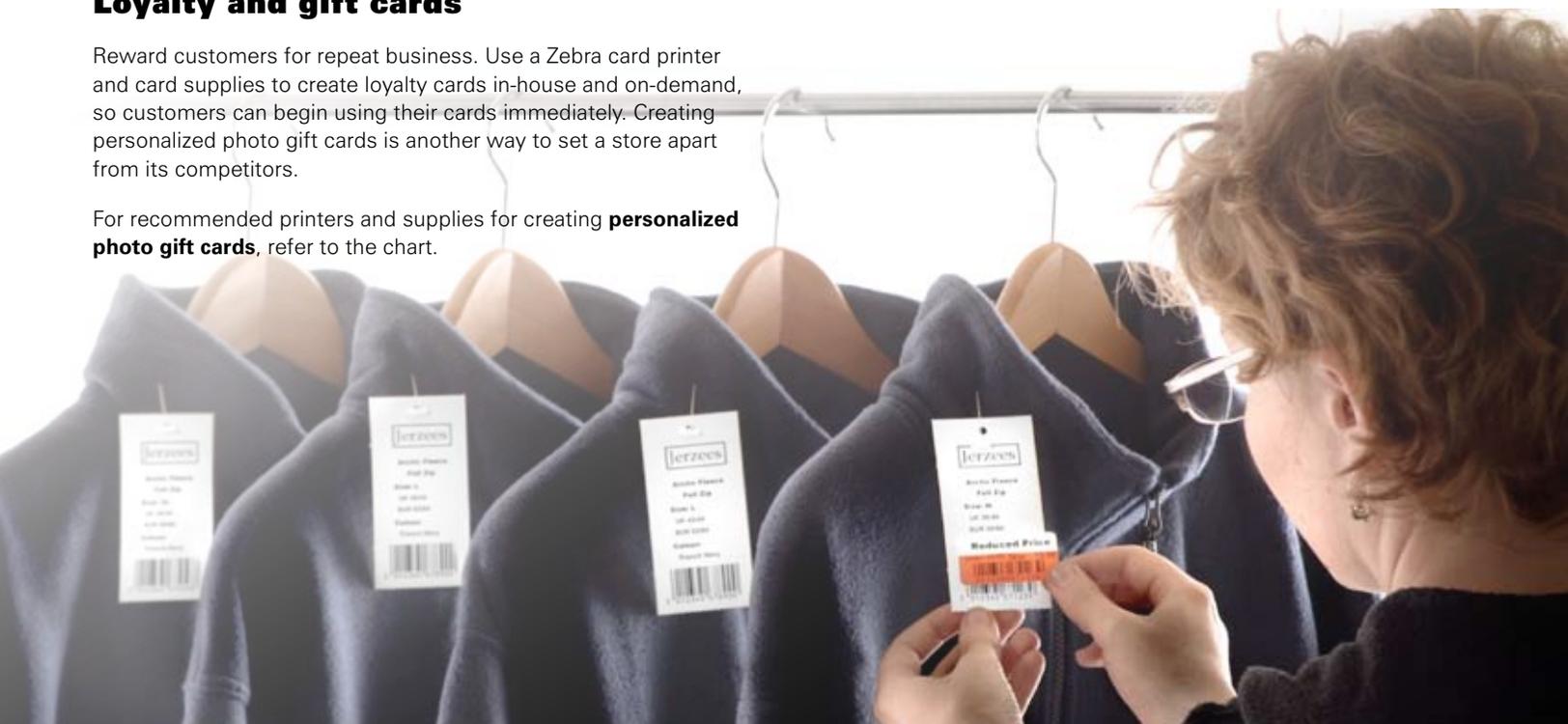
Streamline workflow, reduce costs and raise customer satisfaction by adding Zebra's thermal printing technology to your retail pharmacy's prescription fill process. Zebra's low-maintenance prescription labeling solutions decrease customer wait time and time to quality-check prescriptions. They cut consumables 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 labeling and identification

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.



Sales floor

Application	Recommended Printer	Recommended Media
SHELF-EDGE LABELING		
Shelf price labels/ tags	GK420d™ QL Plus™ 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 QL Plus 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
Shelf talkers	GK420d QL Plus series	8000D Shelf Label Bright white, direct thermal polypropylene label that is tear- and moisture-resistant
		8000D Shelf Talker Clear Direct thermal label that features a clear film that aligns over our 8000D shelf label, allowing the shelf label to remain visible. Removable without damaging shelf label
		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 RW™ series EM 220™	Z-Perform™ 1000D 2.4 mil Receipt White, uncoated 7.5 mil direct thermal paper tag
SELF-SERVICE KIOSK PRINTING		
Gift registry receipts	TTP 2000™ TTP 7000™ TTP 8000™	8000D Kiosk 3.4 mil Receipt Direct thermal, white, uncoated, 3.4 mil paper receipt that provides excellent print quality
Zebra Kiosk Print Station receipts	TTP 2000	8000D Kiosk 3.4 mil Receipt Direct thermal, white, uncoated, 3.4 mil paper receipt that provides excellent print quality
PERSONALIZED PHOTO GIFT CARD PRINTING		
Personalized photo gift cards	P330i™	Assorted—white, color, magnetic stripe, smart card
PHARMACY LABELING		
Pharmacy labels	GK420d	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	GK420d GX430d™	8000D Jewelry Direct thermal polypropylene label with a UV shield that provides resistance to ultraviolet light
SMALL-ITEM PRICE LABELING		
Small price labels	QL Plus series	Z-Perform 1000D Uncoated, bright white, smooth direct thermal paper facestock

Application	Recommended 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	GX420d	Z-Select 4000D 5.3 mil Tag Bright white, ultra-smooth direct thermal paper tag
	QL Plus series	
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	Z-Select 4000D Label Bright white, ultra-smooth direct thermal paper facestock
AUTOMOTIVE DEPARTMENT LABELING		
Automotive oil change cling label	GK420t™	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.
	GX430t	
GENERAL GROCERY LABELING		
Freshness date labels	GK420d QL Plus series	Z-Select 4000D Label Bright white, ultra-smooth direct thermal paper facestock
Meat markdown labels	QL Plus series	Z-Perform 2000D Label Bright white, smooth direct thermal paper facestock
Previously frozen labels	GK420d QL Plus series	Z-Select 4000D Label Bright white, ultra-smooth direct thermal paper facestock
Use by labels	GK420d QL Plus 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

RECEIVING LABELING

For products received into store unlabeled	ZM400™ / ZM600™	Z-Select 4000D 5.3 mil Tag Bright white, ultra-smooth direct thermal paper tag
	GK420d	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
	QL Plus series	

INVENTORY LABELING

Inventory prep labels	QL Plus series	Z-Perform 1000D Label Uncoated, bright white, smooth direct thermal paper facestock
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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.



QL Plus™ Series

Powerful QL Plus mobile printers with advanced, secure wireless connectivity quickly process complex label/receipt formats. Ideal for the secure transfer of sensitive data such as price lists and customer information. A great choice 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.



EM 220™

Easily print receipts and accept credit cards with the ultra-small EM 220 with optional magnetic card reader and Bluetooth® connectivity.

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.

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