Zebra’s versatile range of printers opens up many opportunities for retailers to streamline operations and improve the shopping experience for their customers. Using the most effective printing techniques, whether in the distribution centre, the back office or on the shop floor, makes a huge difference to the speed with which goods can be displayed and sold, in addition to increasing customer perception, loyalty and staff productivity.

Equipping staff with wireless mobile printers and handheld computers helps to reduce errors and save the time spent on tasks such as:
- Shelf labelling
- Price markdown and special-offer labelling
- Relabelling returned items
- Price labelling

Using mobile technology, self-service kiosks or card printers improves the experience for shoppers:
- Escorted shopping
- In-store special offers and coupon printing
- Queue-busting
- Loyalty and gift cards
- Extended aisle

Smart ideas for enhancing retail operations

Receiving/shipping
- Home-delivery tracking labels
- Inter-store transfer labels
- Goods receipt/shipping labels

Back-office printing
- Promotional labels and signs
- Shelf-edge labels
- Price/product labels
- Garment tags

Mobile in-store label printing
- Shelf-edge labels
- Price labels
- Product labels
- Price-markdown labels
- Promotional labels

Mobile in-store receipt printing
- Mobile point-of-sale (POS)
- Queue-busting
- Coupon printing
- Customer order receipts
- Escorted shopping
- Product information receipts

Checkout
- Coupon printing
- Point-of-sale receipts
- Queue-busting
- Self-service kiosks

In-store customer service
- Returned items relabelling
- Lottery/theatre-ticket printing
- Customer-order tracking labels (photo processing, watch repairs)
- Pharmacy labelling
- Loyalty or gift card printing and issuance
- Extended aisle/in-store ordering
Four ways to cut costs and increase efficiency

Shelf management: fast, accurate changes cut costs
Changing or replacing shelf-edge labels needs to be made in a timely manner – customers will be dissatisfied if goods are on display and they cannot find the price or other information.

Using mobile printers to label on the spot in store is quick and efficient; there is no walk-time to the back office to collect labels. Printed information is accurate as it comes straight from the store’s system and there is no chance of the wrong label being used.

Price management: take advantage of wireless and mobile technology
Printed pricing labels are clearly better than handwritten labels, but walking to the back-office printer wastes valuable time when your staff could be interacting with customers.

By employing mobile printing technology, price labels can be printed when and where they are needed. Damaged or missing labels can be replaced immediately; price markdown can be controlled and automated, improving the efficiency of the whole process. With the handheld terminal and printer connected to the store’s wireless network, all printed information and pricing is current and centrally managed.

Self-service: improve staff efficiency and customer experience
Staff time is often taken up helping customers locate products or seeing if products are in stock. Kiosks fitted with Zebra printers can provide essential information to customers, including store maps and details of product availability.

Stock management: keep track of stock movements through the supply chain
Zebra offers a wide range of printers with differing capabilities to suit most applications, from distribution centre to store receipt, for inter-store transfers or for home-delivery applications. Wireless connectivity, available on many printers, makes it easy to operate them in the most convenient locations.

RFID technology enables automatic identification of items on incoming pallets and facilitates tracking and inventory in real time, increasing supply-chain visibility and reducing manual intervention.

RFID is also increasingly being used for item-level tagging of high-value or high-turnover items such as jewellery or clothing. RFID enables faster stock replenishment and reduces out-of-stocks.

Many of Zebra’s printers are able to print and encode RFID (radio frequency identification) labels. With accurate labelling and better traceability, stock losses are reduced and delivery-to-display times are shortened.

“[The Zebra portable printers, combined with the PDA terminals] that our staff use, provide us with a rugged and reliable wireless mobile solution, live on the shop floor, for price markdown.”

Strategic IT Development Manager
Tesco
UK and Republic of Ireland
Six ways to improve the customer shopping experience

Queue-busting: don’t lose customers through long queues
Ask any shopper what they dislike most about shopping and they will tell you that they hate queuing up to pay for goods. However, extra tills incur additional costs and take up valuable display space on the shop floor.

The use of wireless devices can reduce queues in two ways:
• Pre-scanning customer purchases and printing a single barcode, which is then scanned for payment
• Implementing a mobile POS solution

Escorted shopping: expert assistance for all who need it
Give your staff the freedom to greet customers and assist them throughout the store with mobile applications to check inventory, access product information, make recommendations and process transactions and receipts.

Extended aisle: in-store ordering for more choice
Kiosks can also be used to facilitate extended-aisle applications. This enables customers to order non-stocked items (other options, sizes, colours or larger items) for later delivery to store or home.

Coupon printing: reward your loyal customers
Zebra kiosk and desktop printers can be used for static in-store coupon issuance. For more targeted campaigns, retailers can use Zebra mobile printers. To capture loyalty-card details, some mobile printers also have card-reader options.

Automated order-processing: fast, accurate service
For home-delivery or special-item orders, there are often handwritten forms to be filled out, which makes it a slow, inefficient process.

Mobile terminals and printers enable store assistants to process orders and provide a more personal service. Product and price accuracy are guaranteed, as a barcoded order confirmation is taken to the checkout for easy payment.

Loyalty and gift cards: instant issuance in store
Provide loyalty cards to your customers at point of enrolment without them having to wait. Zebra’s photo-quality card printers can produce vivid colourful cards in seconds. Magnetic-stripe and smart-card encoding can also be added as required.

Create extra-special gift cards with personalised messages and even photos using Zebra’s full-colour card printers.

“Zebra’s mobile printer is very light, connects easily to the handheld terminal, opens wide when you have to change a label roll and has sufficient battery lifetime to ensure good user autonomy. This system delivers huge productivity gains. On average we can operate three times faster.”

IT Manager
MIM
France

“...mobile printing with a mobile terminal offered Ahold the opportunity to cut costs further, improve time and staff efficiency. The solution works perfectly. It ensures we meet regulations and it gives us flexibility and efficiency.”

IT Director
Ahold
Czech Republic
Printing solutions for retailers

Which printer is right for you? It’s easy with a little help and advice from a Zebra partner. They will look at your requirements, the application and number of labels you need to print, and help you choose the right Zebra printer to meet the needs of your business today and tomorrow.

Mobile label printing

QLn™ series printers
Compact, convenient, yet robust, mobile QLn series printers are ideal for printing shelf-edge labels, price or price markdown labels, and other labels or receipts up to 79mm (3”) wide. Use 802.11bg to connect to a handheld device.

P4T™ printers
The P4T mobile thermal-transfer printer allows for the creation of durable and long-lasting printed labels that can be exposed to extreme weather conditions. Outdoor products in garden centres or builders’ merchants can therefore be effectively labelled for the long term.

Mobile receipt printing

RW™ series printers
RW series mobile printers simplify receipt or coupon printing with an intuitive interface, rugged construction and card-reader options. Maximum media width from 58mm (2”) to 104mm (4”).

EM 220™ and MZ™ series printers
EM 220 and MZ series printers have a modern, ergonomic design with an intuitive layout, making receipt-printing quick and simple. Use options such as 802.11g, Bluetooth®, IrDA® or USB to connect to a handheld or smartphone device and print. Maximum media width for EM 220 is 58mm (2.3”) and for the MZ series it ranges from 50.8mm (2”) to 76.2mm (3”).

Desktop receipt or label printing

Desktop printers, such as the G-Series™ or 2800™ series, provide a small footprint and easy operation for printing price labels, shelf labels, tags or receipts. Ideal for use in the pharmacy, at the returns desk, for customer orders and coupons, or in the back office.

These printers also offer both direct-thermal and thermal-transfer printing. Thermal-transfer print technology delivers results where more durable labels are needed, such as in garden centres or DIY stores.

Back-office and distribution label printing

Z Series® and S4M™/Stripe® series printers
Capable of high-speed high-volume printing and with a robust metal casing, the S4M/Stripe and Z Series printers are used in retail back-office and in warehouses and distribution centres for printing shelf labels, shipping labels, pallet labels and product labels.

Zebra RFID printers
Zebra's innovative RZ400™/RZ600™ and R2844-Z™ printers can read, write and print smart RFID labels, enabling you to track products from initial receipt through to final sale. The RP4T™ mobile printer allows for the encoding and printing of RFID tags away from a fixed station, increasing flexibility. Visit www.rfid.zebra.com to learn more about real-world RFID applications in retail.

Zebra card printers
Zebra’s card printers are designed for ease of use and have a small footprint to minimise space. In addition to printing high-quality colour images, the card printers can also be equipped with magnetic-stripe encoders.

Kiosk printing

For self-service and kiosk applications, from tickets to receipts to coupons, Zebra has a compact direct-thermal kiosk printer for the job. These kiosk printers are designed for tough, unattended printing applications, where reliability, robustness, minimal maintenance and compact size are essential.

QLn mobile printer
KR203™ kiosk printer
G-Series desktop printer
ZXP Series 3™ card printer
RP4T mobile printer
Supplies and printer accessories

Choose genuine Zebra supplies
Quality printing is achieved by matching the right printer and media (and ribbons where required). Genuine Zebra supplies are tested thoroughly to ensure best performance in Zebra printers and to enhance printhead life.

<table>
<thead>
<tr>
<th>Application</th>
<th>Product name</th>
<th>Availability* ZipShip™/Custom</th>
<th>Printer type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price and product labelling, withstands freezer temperatures</td>
<td>2-Select™ 2000D</td>
<td>ZipShip and custom</td>
<td>All label printers</td>
</tr>
<tr>
<td>Price labelling gifts – removable after application</td>
<td>2-Select 2000D Removable</td>
<td>ZipShip and custom</td>
<td>All label printers</td>
</tr>
<tr>
<td>Price labelling or price mark-down to cover up the old price</td>
<td>8000D Blockout</td>
<td>Custom only</td>
<td>All label printers</td>
</tr>
<tr>
<td>Plant-tagging or labelling products stored outdoors or in a harsh environment</td>
<td>8000T Extra Tuff 180 Tag</td>
<td>ZipShip and custom</td>
<td>Desktop, mid-range and high-performance printers</td>
</tr>
<tr>
<td>Shelf-edge labelling, outdoor labelling</td>
<td>PolyE 3000T Matte</td>
<td>Custom only</td>
<td>Desktop, mid-range and high-performance printers</td>
</tr>
<tr>
<td>Shelf-edge labelling with direct-thermal printers; tear-resistant</td>
<td>PolyPro™ 4000D</td>
<td>ZipShip and custom</td>
<td>All label printers</td>
</tr>
<tr>
<td>Shelf-edge tags, high-quality receipts or coupons</td>
<td>2-Perform™ 1000D 110 Tag</td>
<td>ZipShip and custom</td>
<td>All label and receipt printers (except MZ series)</td>
</tr>
<tr>
<td>Standard receipts or coupons</td>
<td>2-Perform 1000D 80 Receipt</td>
<td>ZipShip and custom</td>
<td>All label and receipt printers</td>
</tr>
<tr>
<td>Archivable receipt paper</td>
<td>9000D 10 Year Receipt</td>
<td>Custom only</td>
<td>All label and receipt printers</td>
</tr>
</tbody>
</table>

* ZipShip = Zebra-stocked item
Custom = made to order

Card printer supplies
Zebra provides a wide range of genuine quality-checked ribbons and cards for use in the card printers. Options include anything from opaque white cards to transparent coloured ones. For full details of all card printer media, please visit www.zebra.com

Mobile printer accessories

Carrying options for mobile printers
Printers can be worn on a shoulder strap or clipped to a belt, or integrated into a Route Palette solution.

Battery chargers
Fast chargers and multi-chargers will replenish batteries in two to three hours. On average, a full charge will last for a typical eight-hour shift. For longer shifts and higher usage rates, spare batteries can be charged ready for a quick change.

For full details of other Zebra printer accessories, please visit www.zebra.com

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