



# Zebra™ IQ Color



## A revelation in colour

Now you can print colour labels **on demand** with Zebra's **patented\*** IQ Color direct-thermal ink technology, which is **compatible** with any Zebra® thermal printer. IQ Color enables you to create three colour zones (plus black) within the label that can be activated as required to **highlight important information** in colour within one label format. This innovative technology provides a **flexible, efficient** and **accurate** alternative to other methods, such as using preprinted colour thermal media, laser or inkjet printing, separate colour labels or colour markers.

## Customise your needs

During label manufacturing, Zebra applies **invisible ink colours** to the zones you designate. Your printer **heat-activates** the ink to make selected colours visible as your application requires. It can reveal the colour in the form of shapes, text, graphics or reverse images.

To help you visualise the potential of IQ Color for your application, see the demonstration video at [www.emea.zebra.com/en/supplies](http://www.emea.zebra.com/en/supplies)



## Typical applications for IQ Color include:

- **Healthcare:**  
Lab, specimen and pharmacy labelling  
– visual guides to prioritise orders
- **Transportation & Logistics:**  
Instructions for sorting, inventory management and shipping (e.g. to expedite services)
- **Manufacturing:**  
Quality control, work in progress
- **Retail:**  
Shelf labels to highlight sales or product attributes

\* Patent only applies in the U.S.



# Specifications at a glance\*

## Available colours

- Red
- Orange
- Yellow
- Green
- Blue
- Purple
- Cyan
- Magenta

## Capabilities in colour zone

- Text
- Shapes
- Graphics (logos)
- Reverse image

## Shelf life and storage conditions

- Six months

## How it works.

Select areas to be printed in colour with invisible thermal ink. You can choose three colours in addition to standard black thermal printing.

When required, run the label through the printer as normal and the heat in the colour zones activates the thermal ink to reveal your messages and/or images.

For a video demonstration, go to [www.emea.zebra.com/en/supplies](http://www.emea.zebra.com/en/supplies)



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▶ For more information, visit [www.zebra.com](http://www.zebra.com) or e-mail [mseurope@zebra.com](mailto:mseurope@zebra.com)

\*Specifications subject to change without notice.

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[www.zebra.com](http://www.zebra.com)

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