THE FLEXIBILITY TO PRINT COLOR VISUAL CUES ON DEMAND

Print color labels on demand using Zebra's exclusive IQ Color direct thermal ink technology, and any Zebra® thermal printer.

IQ Color enables you to create visual cues or highlight important information — and do it as needed — within your current label format. This innovative technology provides a flexible, efficient and accurate alternative to such methods as using preprinted color thermal media, laser or ink jet printing, separate color labels, or color markers.

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

Take a Cue from Color with IQ Color. Typical Color-Cue Applications Include:

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<th>Healthcare</th>
<th>Retail</th>
<th>Manufacturing</th>
<th>Transportation and Logistics</th>
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<tr>
<td>• Lab</td>
<td>• Markdown labels</td>
<td>• Quality control</td>
<td>• Instructions for sortation</td>
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<td>• Specimen</td>
<td>• On sale labels</td>
<td>• Work in process</td>
<td>• Inventory management</td>
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<td>• Pharmacy order prioritizing</td>
<td>• Product attributes</td>
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<td>• Shipping (e.g., RUSH)</td>
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Specifications

**Materials**

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<tr>
<td>IQ Color 2000D</td>
<td>IQ Color 2000D 3.3mil Receipt</td>
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<tr>
<td>IQ Color 2000D Removable</td>
<td>IQ Color 2000D 5 mil Tag</td>
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<tr>
<td>IQ Color 2000D Opaque</td>
<td>IQ Color 2000D 7 mil Tag</td>
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**Colors**

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

Special-order colors available

**Capabilities in Color Zone**

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

**Shelf Life and Storage Conditions**

1 year

**Print Speed**

Up to 12 inches per second

For optimum print quality and printer performance, use genuine Zebra supplies. Specifications subject to change without notice.

VISUALIZE THE POTENTIAL OF IQ COLOR FOR YOUR APPLICATION.

For more information about IQ Color, visit [www.zebra.com/iqcolor](http://www.zebra.com/iqcolor) or access our global contact directory at [www.zebra.com/contact](http://www.zebra.com/contact)

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