**Many customers come to us for help labeling extremely small components. How small can we go?**

As technology advances, devices and their components continue to shrink in size, so barcodes and labels must be smaller, too. Zebra offers printers, media and support for labels as small as 3mm (1/8 inch). To meet the demands of these applications, small labels require crisp text, clear barcodes and precise registration.

**What is the market for small-label printing?**

Many industries have a need for labeling and tracking small items. The top markets for small-label printing currently include:

* Healthcare: Pharmaceutical and small-container labeling
* Manufacturing: Technology and electronics (chips and wiring), cosmetics and small-container labeling
* Retail: Jewelry and small-item labeling

**Why is small-label printing so important right now?**

Regulations and industry guidelines are driving the demand for small-label printing. With the widespread adoption of the Internet of Things (IoT), companies are also looking to track assets at a more granular level to gain insights that drive business decisions.

**Why is quality such a critical issue in small-label printing?**

Poorly printed labels cost companies time and money, look unprofessional, fail to meet compliance requirements and can open the door to unwanted counterfeiting inquiries. Our small-label solutions feature high-resolution, industrial barcode printers that offer 600 dpi and consistent registration on even the smallest labels.

**What is registration and why is it important?**

Within a printing application, the printed image will shift vertically between labels. Registration is the measurement of that drift within a role of media. Drifting too far in any direction could result in an unreadable, unscannable and unusable label. Zebra offers precise registration and recommends designing labels with empty space above and below the printed image to prevent loss of print.

**Which of Zebra’s printers are best for small-label printing?**

Zebra offers two small-label, high-resolution printers: the 110Xi4™ and the ZM400™. Both offer 600 dpi resolution, consistent registration and come RFID-ready.

The 110Xi4 is built to last. This high-performance printer is known for its rugged durability, consistently outstanding print quality, long life and unparalleled reliability in the most demanding applications.

The ZM400 is a versatile industrial printer with a wide selection of options for enhanced productivity in tough environments for a range of applications.

**Which printer is right for my customer’s needs?**

The 110Xi4 is Zebra’s top small-label printer for high-volume applications. It offers the flexibility, quality and precision customers need to get big jobs done.

The ZM400 offers flexibility that makes it ideal for many applications. It features XML-enabled printing as well as easy change overs for supply loading.

**Can small labels use RFID for tracking?**

Yes, RFID encoding works on even the smallest labels. In fact, the small size can be beneficial for unobtrusive asset tracking and IoT solutions. Both Zebra printers are RDIF-ready.

**Our customers outside of North America and Western Europe have specific language needs. Can small labels accommodate them?**

International market needs for small labels is on the rise, particularly in Asia as a result of electronics manufacturing. Zebra small-label printers support the Asian character set and feature a large, easy-to-read LCD display that includes Asian-language support.

**Can the ZM400 and 110Xi4 be integrated with existing printers? What about competitor printers?**

Though some Zebra customers may be new to small-label printing, they typically have existing bar code label printers. They are likely looking for a printer that can operate on their existing platform, emulate their current printer language and use their existing label formats. Both of Zebra’s small-label printers can be integrated with legacy printers, regardless of manufacturer.

**What media do you recommend for small-label applications?**

With more than 1,000 combinations of high quality and reliable labels, tags, receipt paper, wristbands, and ribbons, Zebra has a media solution for virtually any application. Whether your customers are looking for a small label for RFID tracking, electronic component identification or prescription labeling, Zebra and our certified partners can provide an in-stock or custom-made solution.