




## Retail Price Management Labelling Solutions

Turn your labels into your best in-store sales promoter

The right price labels give a voice to your products in the store. They help you attract consumer attention, move products faster and avoid checkout confusion.



**Trust the leader in thermal printing to give your products that virtual voice.**

Whatever your retail strategy and environment, Zebra can customize a price labelling solution to support your goals. And here is why. Our extensive portfolio includes more than 300 rigorously pre-tested and certified materials. We can create any size and shape to match the exact requirements of your applications. Add security features to prevent label swapping. Need pre-printed colour, text, graphics or logos? We can do that, too.

## Are these obstacles placing your sales in slow motion?

Price labelling supplies may often seem like a small part of the retail business. They are not. Using the wrong type of labels, or choosing low quality labels, can have far-reaching, costly implications. Consider these:

### Cause

Inadequate price labels easily altered, swapped or peeled off between garments
Hard-to-scan labels and poor barcode readability
Labels not clear or appealing enough to attract consumer's attention
Missing labels, hard-to-read prices
Labels and tags not right for shelf or channel specific size
Labels hard to view from far; not designed for that specific location
Labels not quite matching the brand



### Effect

Shrinkage due to label tampering
Checkout errors; process interruption; customers annoyed
Inability to move products at first markdown
Customer dissatisfaction due to price not marked correctly
Difficulty securing prices to shelf; consumers walk past them without noticing offers
Promotional pricing does not drive store sales
Weakens customer brand perception and discourages loyalty

## Let zebra effectively match your pricing strategy with execution

### How to communicate price and drive store sales

You put a lot of thought and effort into your pricing strategy. Zebra puts a lot of research and development into our certified label materials so, irrespective of your pricing strategy, you always get the customised labeling solution that is right for your business.

We start by working with you to select the right material for your environment. Then, from branding elements and special promotions, to security features, to accurate shapes, sizes and PMS colour matching, we ensure that the labels and shelf tags we design for you address your concerns.

Use of  
**IQ COLOR LABELS**



accelerated  
pace of  
markdowns  
by up to

35%

at Bealls<sup>1</sup>



### Markdowns

Whether you use a clearance, discount percentage or multicolour discount strategy, let Zebra help you reduce the number of markdowns prior to sale. Our custom labels support the right communication to the consumer. We can also consolidate the number of labels you need. All that, ensuring high quality, tamper-evident solutions that help prevent label swapping.

Material Name	Material Type	Adhesive	Special Feature
IQ Color 2000D	Direct thermal paper label.	Permanent acrylic adhesive.	Ability to print colour on-demand.
Z-Peform 2000D (Not available in EMEA)	Direct thermal paper label.	All-temp permanent acrylic adhesive.	Can be applied in temperatures as low as -40°F, -40°C.
8000D Blockout	Direct thermal paper label.	Permanent acrylic adhesive.	Black adhesive which hides previously printed information.

### Shelf Labelling and Promotions



Many purchase decisions are made when a consumer approaches the shelf or an enticing message captures their attention from a distance. Zebra can help you communicate price clearly for products not individually labelled, highlight sales and special offers without impacting product visibility, and more. We also offer:

- PMS colour matching for easily identifiable brand image every time
- Solutions that withstand environmental conditions:
  - fluorescent light and sunlight
  - refrigeration and freezer temperatures
- Solutions that offer easy removal and replacement from shelves

Material Name	Material Type	Adhesive	Special Feature
Z-Perform 1000D 110 Tag	Matte paper tag in 112 micron thickness.	Not applicable.	Lay-flat for easy insertion into shelf edge.
PolyPro 4000D	Matte white polypropylene label.	Permanent acrylic adhesive.	Tear and water resistant.
PolyE 3000T Matte	Matte white polyethylene label.	Permanent acrylic adhesive.	Suitable for outdoor shelf-edge labelling, temperature resistance -20°C to +80°C.




### Product Pricing

Zebra supports initial product pricing, re-pricing and specialty applications, including branding with PMS colour matching, before on-floor merchandising. Your products come without a price, incorrectly priced, or a price tag is missing? No problem. Zebra offers solutions to apply pricing in-store and/or at your Regional Distribution Center.

Carry specialty, often delicate, products that require a smaller size and/or specific shape label? Again, no problem. Zebra partners with you to design a functional solution for jewelry, sunglasses, glassware and others, that is easy to handle and will clearly mark them with no damage to the product.

## 8000D Jewelry



Features a special shape to wrap around delicate jewelry

Material Name	Material Type	Adhesive	Special Feature
Z-Select 2000D	Premium direct thermal matte paper label.	Permanent rubber adhesive.	Withstands freezer temperatures of -40°C.
Z-Select 2000D Removable	Premium direct thermal matte paper label.	Removable rubber adhesive.	Removable after application and withstands freezer temperatures of -40°C
8000D Jewelry	Direct thermal polypropylene label	Permanent acrylic adhesive.	Special shape to wrap around delicate jewelry

## ZEBRA CERTIFIED SUPPLIES

Exceptionally Consistent and Consistently Exceptional

1



### Consistently Outstanding Quality

#### Reliable Input for Reliable Outcomes

- Less risk of disrupting workflows
- Fewer printer adjustments
- Never substitute materials
- Rigorously select and test all materials
- Meet ISO 9001 standards and stringent compliance

2



### Exceptional Service

#### Your Go-To Problem Solver

- Customised label solutions to meet your pricing strategy
- We work with you to design the right solution for your business

3



### Unmatched Thermal Printing Expertise

#### Specialists in Boosting ROI

- 30+ years of experience
- Leaders in thermal printing hardware and supplies
- Help maximize your investment

## Give Your Products a Loud and Clear Voice on the Sales Floor

Choose Zebra Certified Supplies for industry-leading quality, service and thermal printing expertise.  
**And let's start designing a price labelling solution that is right for you.**

#### Source:

1. Bealls Department Stores Success Story Using Zebra's Mobile Technology

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