Retail Price Management Labeling 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.

Whatever your retail strategy and environment is, Zebra can customize a price labeling 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 color, text, graphics, or logos? We can do that, too.
Are these obstacles placing your sales in slow motion?

Price labeling 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:

<table>
<thead>
<tr>
<th>Cause</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inadequate price labels easily altered, swapped or peeled off between garments</td>
<td>Shrinkage due to label tampering</td>
</tr>
<tr>
<td>Hard-to-scan labels and poor barcode readability</td>
<td>Checkout errors; process interruption; customers annoyed</td>
</tr>
<tr>
<td>Labels not clear or appealing enough to attract consumer’s attention</td>
<td>Inability to move products at first markdown</td>
</tr>
<tr>
<td>Missing labels, hard-to-read prices</td>
<td>Customer dissatisfaction due to price not marked correctly</td>
</tr>
<tr>
<td>Labels and tags not right for shelf or channel specific size</td>
<td>Difficulty securing prices to shelf; consumers walk past them without noticing offers</td>
</tr>
<tr>
<td>Labels hard to view from afar; not designed for that specific location</td>
<td>Promotional pricing does not drive store sales</td>
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<tr>
<td>Labels not quite matching the brand</td>
<td>Weakens customer brand perception and discourages loyalty</td>
</tr>
</tbody>
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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 custom materials, so, irrespective of your pricing strategy, you always get the customized 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 color matching, we ensure that the labels and shelf tags we design for you address your concerns.

Markdowns

Whether you use a clearance, discount percentage or multicolor 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.

<table>
<thead>
<tr>
<th>Material Name</th>
<th>Material Type</th>
<th>Adhesive</th>
<th>Special Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>IQ Color 2000D</td>
<td>Direct thermal paper label</td>
<td>Permanent acrylic adhesive</td>
<td>Ability to print color on-demand</td>
</tr>
<tr>
<td>Z-Peform 2000D</td>
<td>Direct thermal paper label</td>
<td>All-temp permanent acrylic adhesive</td>
<td>Can be applied in temperatures as low as -40°F, -40°C</td>
</tr>
<tr>
<td>8000D Destructible Label</td>
<td>Direct thermal polyethylene label</td>
<td>Permanent acrylic adhesive</td>
<td>Delaminating film enables easily destructs to prevent “label swapping”</td>
</tr>
</tbody>
</table>
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 labeled, highlight sales and special offers without impacting product visibility, and more. We also offer:

- PMS color 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 5.3 Mil Tag | Direct thermal paper tag | Not applicable | Waterproof, easy to remove in one piece. Can be applied in temperatures as low as -40°F, -40°C
PolyPro 4000D | Direct thermal polypropylene label | All-temp permanent acrylic adhesive | Can be applied in temperatures as low as -40°F, -40°C
Z-Perform 2000D | Direct thermal paper label | All-temp permanent acrylic adhesive | Clean removability without tearing or scraping off
Z-Perform Select 4000D Removable | Direct thermal paper label | Removable acrylic adhesive | Direct thermal shelf talker that supports in-aisle printing and easily removes from shelf
8000D Shelf Talker | Top-coated, clear polypropylene | All-temp, removable adhesive tab | Lay-flat for easy insertion into shelf channel

### Product Pricing

Zebra supports initial product pricing, re-pricing and specialty applications, including branding with PMS color 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.

### Material Name | Material Type | Adhesive | Special Feature
--- | --- | --- | ---
Z-Perform 2000D | Direct thermal paper label | All-temp acrylic adhesive | Can be applied in temperatures as low as -40°F, -40°C
Z-Perform 1000D 5.3 Mil Tag | Direct thermal paper tag | Not applicable | Resistant to curling
PolyPro 4000D | Direct thermal polypropylene label | All-temp permanent acrylic adhesive | Waterproof, tear proof and easy to remove in one piece. Can be applied in temperatures as low as -40°F, -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

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

Exceptional Service
Your Go-To Problem Solver
- Customized label solutions to meet your pricing strategy
- We work with you to design the right solution for your business

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 labeling solution that is right for you.

Source:
1. Bealls Department Stores Success Story Using Zebra’s Mobile Technology

Want to know us better? Visit www.zebra.com/supplies