



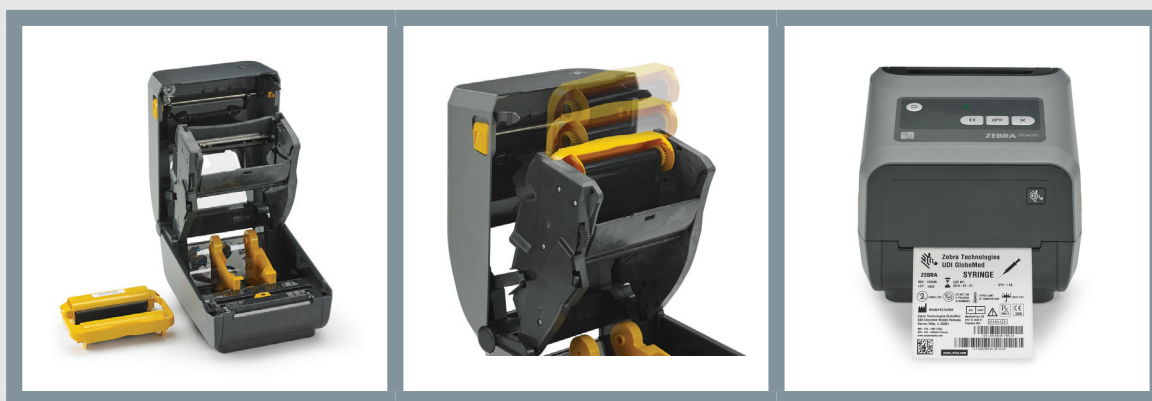
The unique and intelligent time-saving Ribbon Cartridge for foolproof loading

LOAD RIBBON OVER 4 TIMES FASTER. AS EASY AS 1, 2, 3.

1 Open printer and remove old cartridge

2 Install new cartridge

3 Start printing



Features and benefits

The ZD420 Desktop Printer is the only thermal printer to offer an Intelligent Ribbon Cartridge, making it incredibly easy and fast to load the ribbon. The cartridge just snaps into place, with no ribbon core to keep track of and no time wasted winding new ribbon. Regardless of experience level, end users can replace the ZD420's ribbon and get back to work in seconds, increasing productivity and reducing downtime. This savings in productivity and downtime brings the cost of the ribbon cartridge into parity with traditional ribbon rolls.

Ideal for

- Temporary or seasonal workers
- Highly skilled workers who don't want to be distracted by printer maintenance tasks
- Applications that require multiple ribbon changes throughout the day

Key Benefits

- Your customers can stay focused on their business
- Intelligent Ribbon Cartridges are 4x faster to install versus standard ribbon rolls, and require virtually no up-front training time for their employees. This means:
 - Hospital employees can stay focused on the most crucial tasks — caring for patients — instead of wasting time trying to load the standard ribbon roll.
 - Retail employees can get back to their primary jobs of taking care of customers faster
 - Manufacturers can keep the production lines moving with less downtime

- **Reduced IT support costs**

- Easier installation means fewer expensive and time-intensive IT support calls.
- Shorter printer downtime due to incorrectly installed ribbons

- **Ease of reordering**

- Your customers don't have to worry about running out of ribbon, resulting in unplanned downtime. The Smart Chip embedded in each Zebra Intelligent Ribbon Cartridge communicates how much ribbon is used and how much is remaining.
- The cartridge is clearly marked with the ribbon type, making reordering the same ribbon a snap.



Selling objections: The ribbon costs more initially, however the savings in time, productivity and downtime makes the additional cost a wash.

The Zebra Intelligent Ribbon Cartridge is available in wax, wax-resin, and resin formulations.

Benefits of Zebra Certified Supplies

High Quality Ensures Satisfaction – Pre-tested, consistent materials and quality processes ensure consistent print quality, reducing the need to reprint labels due to poor readability and scannability.

Pre-Tested Materials Supplies – Research and Development team performs rigorous testing of all label and ribbon materials.

A Solution for Virtually Any Application – Labels, Tags, Receipt Paper, Wristbands, and Ribbons. Custom solutions also available on request.

**FOR MORE INFORMATION, VISIT WWW.ZEBRA.COM/ZD420 OR
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