



# Rethink Your Long-Life Card Printing

With Zebra ZC300 Series card printers and Long-Life Ribbons



# Reliable Printing. Long-Lasting Quality.

Whether you're creating ID badges for campuses and hospitals, printing retail loyalty cards or issuing banking or government-grade cards, you need lasting print quality that won't break the bank. Get a quality, cost-effective alternative to lamination with Zebra.

The ZC300 Series card printers and Long-Life Ribbons extend the durability of printed cards, more than doubling the life of standard card printing.\* And with a lower total cost of ownership, you get a greater return on investment. Need added security? Pair them with custom cards for added protection against fraud and counterfeiting.



**Education**



**Healthcare**



**Banking**



**Retail/Hospitality**



**Government**



\* Research conducted by third-party tests.  
Results are available upon request.

# Why You Need Advanced Durability

Protect your investment from:



## **Wear and tear**

Frequent use, abrasion, oils and chemicals can damage cards



## **Security breaches**

Improper security features leave sensitive personal and financial information subject to theft



## **Missed sale opportunities**

Damaged or defective cards mean dissatisfied customers and missed sales



## **Frequent replacements**

Card replacement is time consuming and costly, plus it frustrates users



## **Time-intensive processes**

Other larger, more complex printers are more difficult to use, requiring longer setup and significant training



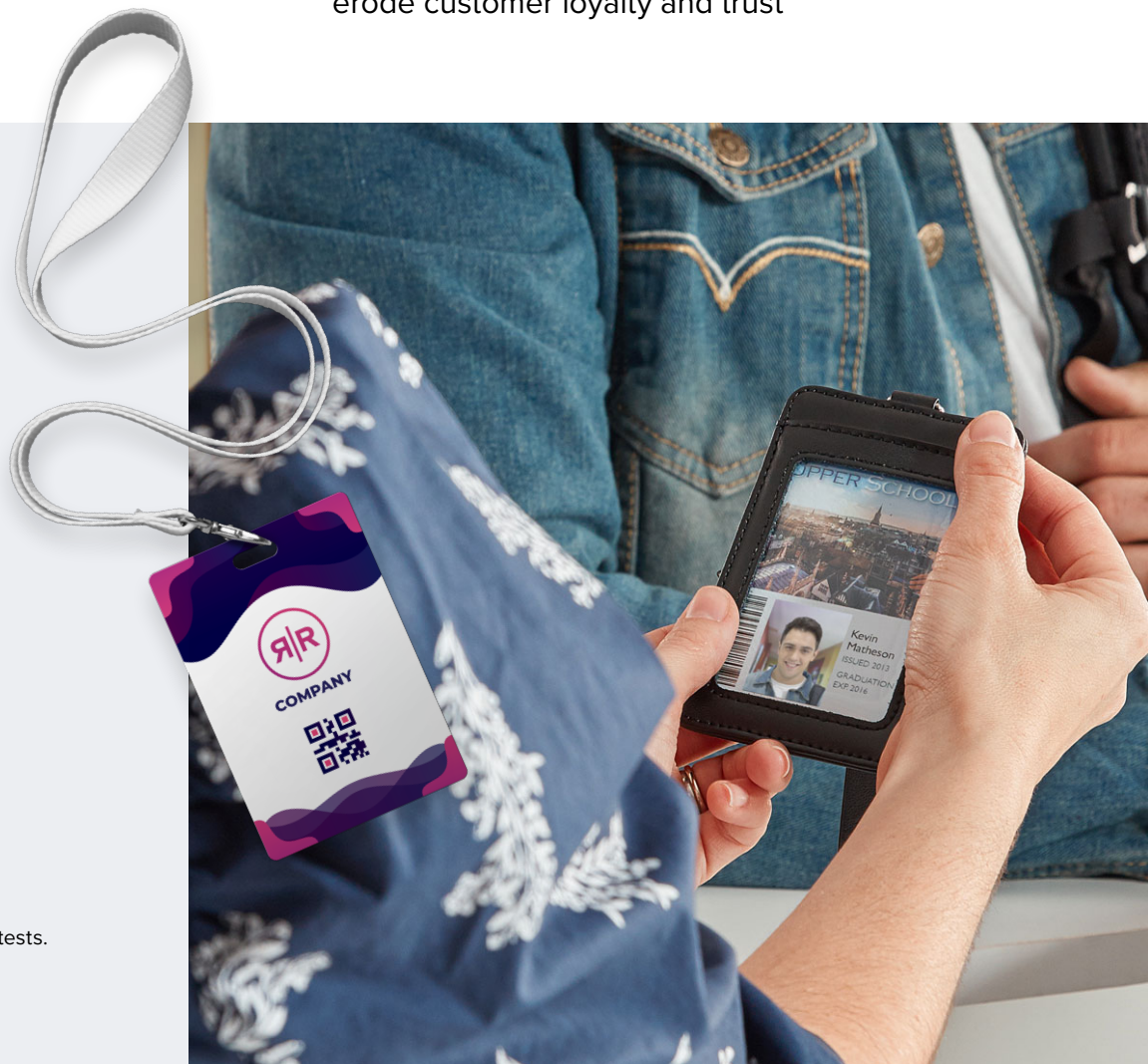
## **Dissatisfied customers**

Unreliable cards and delayed replacement cards erode customer loyalty and trust

The standard life of a printed card is 2 years, but most transitional cards need to be replaced every 3–5 years.\*

**Extend the life of your card to improve your return on your card printing investment.**

\*Research conducted by third-party tests. Results are available upon request.



# Built Tough for All Use Cases

No matter your application, you need long-lasting reliability

## Education

On a daily basis, faculty, staff and students use cards to:

- Enter buildings and dorms
- Pay in cafeterias and campus convenience stores
- Gain access to restricted areas
- Use transportation
- Purchase books or retail

This type of regular use means cards wear quickly, requiring frequent, costly replacements.



## Healthcare

In fast-paced healthcare environments, caregivers can't waste time with faulty or damaged cards. They rely on them to:

- Securely log in to systems
- Access restricted areas
- Retrieve important equipment
- Administer necessary medications
- Transport patients

Also, their cards need to sustain frequent sterilizations and constant wear.



## Banking

Your clients expect the highest level of service and security to protect their sensitive information. They want:

- Cashless payments
- Seamless online purchasing
- Fraud protection
- Reliable chip and stripe functionality
- Rapid replacement when necessary

Without proper security features in place, their accounts could be exposed to theft.





## Retail and Hospitality

From gym memberships to loyalty cards, durability is necessary for frequent use to:

- Give access to rooms, membership facilities, etc.
- Be used by multiple people over time
- Prove membership status
- Make payment

Repeat use increases wear and tear on cards and shortens their lifespan.



## Government

Government agencies issue essential documents needed for:

- Proof of identification
- Domestic and international travel
- Access to government facilities, buildings, municipalities, etc.
- Registrations, applications and certifications
- Age-restricted purchases

It is critical for these cards to prevent fraud and tampering and last through expiration.



## Extend the Life of Your Cards with Long-Life Ribbons

Combat the wear and tear of frequent use with Zebra's Long-Life Ribbons. Add years of life and security features to cards without the high cost of lamination with double, reinforced overlay panels.



### Enhanced security

- Custom security marks
- Opacity mark printing
- Watermarks



### Advanced features

- Color, monochromatic or special color effects\*
- Single- or dual-sided printing in one process



### Durable for daily use

- Can last up to five years\*\*
- Rugged protective layer
- Edge-to-edge coverage

\*Special color effects requires use of additional specialty ribbons.

\*\*Research conducted by third party tests. Results are available on request.

## Start Off Smart with the Right Card Supplies

Maximize your security benefits by pairing Long-Life Ribbons with the advanced features of Zebra ISO-compliant PVC and composite PVC plastic cards.

- Smart-card options
- Increased readability
- Overt, covert and forensic security features: photo box, guilloche pattern, clear window, magnetic stripe
- UHF Gen 2 RFID cards
- Reduced card printer wear and tear for lower maintenance cost



## Your Winning Printing Combination

Get the greatest value by combining the ZC300 Series\* printers with Long-Life Ribbons and card features. Together they are ready to tackle nearly any application.

- Award-winning, space-saving design
- Quick plug-and-play integration
- Intuitive color interface for easy operation
- 100-card input and output hoppers, and saloon-style doors for easy access
- Fool-proof ribbon replacement with smart chip
- Card feeder automatically adjusts to card thickness
- Cover lock to prevent theft of cards and ribbons
- Smart-card encoding options, including HF and UHF RFID
- Deploy in multiple locations or run simultaneously for improved efficiency



## Top 5 reasons to choose Long-Life Ribbon

- 1. Improved total cost of ownership**  
Lower capital costs and cost per card than lamination
- 2. Simplified customization**  
Create and modify simple or complex designs as needed on the spot
- 3. Easy to use and maintain**  
Fool-proof ribbon cartridge with smart chip makes media swaps simple
- 4. Smaller footprint**  
Fits anywhere with a space-saving hopper and no laminator required
- 5. Extended durability**  
Print durable cards with up to a five-year lifespan with less waste and energy consumption than printer/laminator combination

\*In North America, Long-Life Ribbon is only available for ZC350

Experience long-lasting card printing with less cost than lamination.  
Learn more at [zebra.com/zc300-series](https://zebra.com/zc300-series)



**NA and Corporate Headquarters**  
+1 800 423 0442  
[inquiry4@zebra.com](mailto:inquiry4@zebra.com)

**Asia-Pacific Headquarters**  
+65 6858 0722  
[contact.apac@zebra.com](mailto:contact.apac@zebra.com)

**EMEA Headquarters**  
[zebra.com/locations](https://zebra.com/locations)  
[contact.emea@zebra.com](mailto:contact.emea@zebra.com)

**Latin America Headquarters**  
[zebra.com/locations](https://zebra.com/locations)  
[la.contactme@zebra.com](mailto:la.contactme@zebra.com)

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. ©2025 Zebra Technologies Corp. and/or its affiliates. 07/14/2025