



# ZD230TA

## 4-inch Desktop Printer

Remarkable value, quality printing,  
simple operation

# Agenda

- Why Zebra
- Challenge and Solution
- Unique Benefits
- Zebra Services



Why Zebra

# Why Zebra

## Extensive Reach

Scalable to meet any enterprise demands



**\$5.6B**

Global Sales



**128+** offices

in 55 countries



**6,500+** US and INTL  
patents issued and pending



**9,800+**  
employees worldwide



**10,000+** channel  
partners in over 180 countries



**\$567M+** R&D  
~10% of Sales

## Leader Status

Gartner Magic Quadrant for Indoor  
Location Services — Worldwide

**#1**

**Rugged  
Mobile Computing**

**Data Capture**

**Barcode Printing**

**Mobile RFID**

## Our People Make the Difference



## Channel Accolades





# Challenge and Solution

# Do budget printers fall short of your expectations?

The typical budget printer uses less expensive components and offers fewer features...ultimately costing you more instead of less



More downtime,  
troubleshooting  
and repairs



Shorter lifecycle –  
more frequent  
replacements



Higher learning  
curve – more  
worker training  
needed



What if there  
was a budget-  
friendly printer  
that didn't  
compromise  
on performance  
or quality?



# Introducing the **Zebra ZD230TA –** The Value Printer that's Different



## **Remarkable value, quality printing, simple operation**

- Priced to fit the tightest budgets
- Quality construction to last for years
- Simple user interface
- Highly legible print quality

# The quality, features and performance your business needs, at a price you can afford

Zebra quality and reliability to handle demanding duty cycles and last for years

Highly legible print quality for every single label, including optional 300 dpi

Speedy integration to get printing quickly

Simple user interface requires minimal training

Just the right features for your business needs

Backed by Zebra's global network of support – expert support when and where you need it



# Versatile Label Printing for Many Applications



## Manufacturing

- Shipping label
- Dangerous goods label
- Receiving label
- Agency label
- Packing list
- Inventory label
- Asset tag

## Transportation and Logistics

- Shipping/receiving
- Packing slip
- Asset label

## Retail

- Shelf labels
- Buy online pickup in-store label
- Price markdown
- Return tags
- Asset and inventory label
- Food safety label
- Receipts
- Pharmacy label

## Healthcare

- Specimen collection
- Prescription label
- Patient ID wristband
- Blood/IV bag label
- Patient records
- Asset label



# Unique Benefits

# Designed for Simplicity

## Virtually no training required

Single button for feed/pause and a single LED for printer status

## Easily replace legacy printers

Supports ZPL, EPL and non-Zebra command languages

## Start printing in minutes

Plug in the USB cord, plug in the power cord and you're ready to print

## Media window

Users can instantly see how much media is left



## No accidental shut-downs

Power switch is located near the back, preventing workers from accidentally turning it off

## Automatically starts up after power outage

No need to physically turn on printers after power interruption, ideal for printers that are difficult to reach

## Color-coded touch points

Intuitively guides users on how to open the printer, feed labels or change the ribbon



# The right options for your business

## Optional 300 dpi resolution

Enhanced print quality on small fonts, barcodes and graphics

## Fast printing

Keeps pace with your business with fast 6 ips print speed (203 dpi)

## 74 m and 300 m ribbon rolls

Choose your preferred ribbon roll, and switch any time

## Flexibility with moveable sensor

Supports almost any size label

# Easy setup and label creation

Enhance your out-of-box experience with free tools —  
no specialized knowledge required

## Zebra Setup Utilities

Easily configure and manage  
your printers

- Intuitive, user-friendly wizards guide you through each step
- Add a new printer, add capabilities or move a printer to a new location
- Configure a printer in seconds
- Printer driver automatically installs itself
- Quick Tools offer instant access to common diagnostics

## ZebraDesigner Essentials

Easily design, edit and print labels,  
tags and receipts

- Intuitive Microsoft Office-style interface virtually eliminates the need for training
- Start with a pre-designed label that includes text, a barcode and graphics
- Create a label from scratch in minutes
- Supports 20 languages
- No knowledge of barcoding or labeling required



# Get Consistently Exceptional Performance with Zebra Certified Supplies



Print Confident. Print Quality. Print Zebra.

## Why use Zebra Certified Supplies?

- Ensure that your Zebra printer delivers consistent, optimized performance
- We sift through thousands of available media options
- Our R&D experts select, convert and rigorously test all materials
- We certify only those offering the best thermal printing performance
- We never substitute raw materials, so our customers get consistent quality



**Zebra Services**

# Zebra OneCare™ Essential

## Optional Maintenance Plan

---

Keep your printers up and running with unmatched support, directly from the company that knows your printer best

- Comprehensive repair services
- 3-day repair turnaround time
- 8x5 local time live-agent technical support
- Software updates and patches
- All for a tiny fraction of the cost of a single repair





Thank you!

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. ©2024 Zebra Technologies Corp. and/or its affiliates. 01/18/2024