

ZD230TA/DA 4-inch Desktop Printers

Frequently Asked Questions

Q: What is the ZD230TA/DA printer?

A: The ZD230TA/DA is actually two new models in the Zebra Essentials printer family: the ZD230TA thermal transfer printer and ZD230DA direct thermal printer. The ZD230TA and ZD230DA are for the most price sensitive customers who only need USB connectivity and care more about price than features — this customer just needs quality printing and simple operation. These printers are available in two resolutions (203 dpi and 300 dpi) and two colors (gray and white).

Q: What are the key customer benefit messages of the ZD230TA/ZD230DA?

A: Following are the key customer benefits for the ZD230TA/ZD230DA:

- **Cost-effective with Zebra quality.** Budget printers don't have to compromise on quality, functionality and performance.
- **Simple installation and operation.** Customers in the value-tier market tend to frequently replace printers. The ZD230TA/ZD230DA is designed as a drop-in replacement for Zebra value-class printers and since it supports ZPL, EPL and non-Zebra command languages, it easily replaces competitor printers too.
- **Higher print resolution option.** Optional 300 dpi for better print quality.

Q: What's new from the ZD230 to the ZD230TA/ZD230DA?

A: The following list of features are new in the ZD230TA/ZD230DA:

- 300 dpi option
- Transparent media window
- Automatic restart after power interruption
- Power switch moved from the top to the side to prevent workers from accidentally turning off the printer
- Link-OS Basic system designed for value tier printers, complete with support for key Zebra software tools

Features in the ZD230 that are not available in the ZD230TA/ZD230DA:

- No Ethernet, Bluetooth or Wi-Fi connectivity options (USB only)
- No peeler or cutter options

Q: What are the target markets and applications?

A: The target markets and applications for the ZD230TA/ZD230DA are:

- **Manufacturing:** shipping label; dangerous goods label; receiving label; agency label; packing list; inventory label; asset tag
- **Transportation and Logistics:** shipping/receiving label; packing slip; asset label
- **Retail:** shelf label; buy-online-pick-up-in-store (BOPIS) label; price markdown; return tag; 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

Q: What are the feature differences between the ZD220, ZD230 and ZD230TA/DA?

Comparison: ZD220/ZD230 and ZD230TA/DA Thermal Models

The following chart highlights the differences between the ZD220, ZD230 and ZD230TA/DA.

Feature	ZD220	ZD230	ZD230TA/DA	Why it Matters
Physical				
Size	Thermal Transfer: 267mm L x 197mm W x 191mm H Direct Thermal: 220mm L x 176mm W x 151mm H	Thermal Transfer: 267mm L x 197mm W x 191mm H Direct Thermal: 220mm L x 176mm W x 151mm H	Thermal Transfer (ZD230TA): 267mm L x 202mm W x 192mm H Direct Thermal (ZD230DA): 220mm L x 180 mm W x 150mm H	The ZD230TA/DA is approximately the same size, requiring minimal space to easily fit in crowded work areas.
Weight	Thermal Transfer: 1.7kg Direct Thermal: 1.1kg	Thermal Transfer: 1.7kg Direct Thermal: 1.1kg	Thermal Transfer (ZD230TA):1.8kg Direct Thermal (ZD230DA):1.2kg	
User Interface				
LED	Single tri-color LED status indicator	Single tri-color LED status indicator	Single tri-color LED status indicator	Users can easily and quickly determine printer status at a glance.
Navigation	Single button for feed/pause	Single button for feed/pause	Single button for feed/pause	Simple operation requires minimal training.
Media Window	No	No	Yes	The ZD230TA/DA adds a transparent media window to let workers easily see how much media is left.
Printer Characteristics				
Resolution	203 dpi only	203 dpi only	203 dpi 300 dpi (optional)	The ZD230TA/DA adds support for 300 dpi when your application calls for enhanced print quality such as printing small fonts, barcodes or graphics.
Maximum Print Speed	102mm per second for 203 dpi	152mm per second for 203 dpi	152mm per second for 203 dpi 127mm per second for 300 dpi	ZD230TA/DA offers the same fast print speed as the ZD230 at 203 dpi.
Memory	128 MB Flash, 128 MB SDRAM	128 MB Flash, 128 MB SDRAM	8 MB Flash, 16 MB SDRAM	The ZD220 and ZD230 offer more memory. If you are looking for a budget printer but need higher memory (e.g. for storing more fonts or graphics), choose the ZD220/ZD230.

Comparison: ZD220/ZD230 and ZD230TA/DA Thermal Models

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Feature	ZD220	ZD230	ZD230TA/DA	Why it Matters
Media and Ribbon Characteristics				
Ribbon Length	74m	74m; 300m	74m; 300m	With the ZD230TA, a single SKU supports both 74m and 300m ribbon lengths — giving you the flexibility to choose your preferred ribbon at any time. For example, start with a 74m ribbon, then switch to a more economical 300m ribbon later.
Media Handling	Factory-installed peeler option	Factory-installed peeler or cutter options	None	If you need a cutter or peeler, choose the ZD230.
Other				
Connectivity	Standard USB	Standard USB Factory-installed connectivity options include: USB and Ethernet, USB and Bluetooth 4.1, USB 802.11ac Wi-Fi and Bluetooth 4.1	Standard USB	The ZD230TA/DA is a basic USB printer.
Programming Languages	ZPL II, EPL 2, XML	ZPL II, EPL 2, XML	ZPL II, EPL 2, XML	You can easily replace legacy printers using ZPL, EPL or non-Zebra command languages.
Power	Must be manually powered on after power outage Power button on top	Must be manually powered on after power outage Power button on top	Automatic power restart after power outage Power switch on side	The ZD230TA/DA automatically powers itself back on after a power interruption — ideal for printers that may be difficult to reach or locked in a cabinet for security. In addition, the power switch is located near the back, preventing workers from accidentally turning the printer off.
Operating System	Link-OS Basic	Link-OS Basic	Link-OS Basic	Check the Zebra DNA for Printers Features Guide for a detailed list of features included for each model.

Q: What software does the ZD230TA/DA support?

A: Zebra Setup Utilities for Windows and ZebraDesigner Essentials

Q: Is the ZD230TA/DA being released in my region?

A: The ZD230TA/DA will be released in select regions in APAC. Please contact your Zebra representative for more details.

Q: The ZD230TA/DA is offered in a white color scheme. Is this a healthcare model?

A: No. A Zebra healthcare printer has a special power supply and UV stabilizers in the resin. The white ZD230TA/DA does not offer these healthcare-specific features. Rather, you can choose the color scheme (white or gray) that fits best in your environment.

Q: Does the ZD230TA/DA support Bluetooth and Wi-Fi?

A: No. The ZD230TA/DA is a USB only printer. Choose the ZD230 for Bluetooth or Wi-Fi options.

Q: Are there any cutter or peeler options for the ZD230TA/DA?

A: No. There are no factory- or field-installable media handling options. If a cutter or peeler is required, choose the ZD230.

Q: Are the ZD230TA/DA printers backwards compatible with other Zebra printers?

A: The printer has dual resident command language. The co-existent EPL2 and ZPL allows for seamless integration into legacy and current installations. You can swap your older EPL2 or ZPL based desktop printers or add to existing applications. However, the firmware of the ZD230TA/DA is not backward compatible with ZD220 and ZD230.

Q: Can I use linerless media with the ZD230TA/DA?

A: No. Linerless options are available in the ZD600 Series.

Q: How much memory is standard on the ZD230TA/DA?

A: 8 MB Flash, 16 MB SDRAM

Q: Can I get an RFID enabled ZD230TA/DA?

A: No. Desktop RFID options are available in the ZD600 Series.

Q: Can I use my external ZebraNet print server on the ZD230TA/DA?

A: No. The external print servers are not supported.

Q: Does the printer have a Real-Time Clock?

A: No. The ZD200 Series printers do not offer a RTC. RTC is a standard feature on the ZD400 and ZD600 Series.

Q: What ribbons can I use in the ZD230TA?

A: The ZD230TA can accept 74m ribbons or 300m ribbons.

Q: Can I use third-party ribbons in the ZD230TA?

A: Zebra recommends to always use genuine supplies in the printer. The ZD230TA will accommodate the use of third-party ribbons using the included ribbon core adapters.

FREQUENTLY ASKED QUESTIONS

ZD230TA/ZD230DA 4-INCH DESKTOP PRINTERS

Q: Can I use my existing media in the ZD230TA/DA?

A: Yes. Common media handling means that your Zebra desktop media can be used in the ZD230TA/DA.

Q: Can I use fan-fold media in the ZD230TA/DA?

A: The printer supports the use of an externally fed fan-fold through the media slot in the back of the printer.

Q: My media roll has a 50 mm core. Can I use it in the ZD230TA/DA?

A: No, the ZD230TA/DA supports 12.7mm and 25.4mm media core diameters standard; it can also support 38.1mm diameter using an optional adapter.

Q: Can the ZD230TA/DA printer support Asian fonts?

A: The printer's Unicode capabilities can be utilized for true global character printing. If however, a specific font pack such as Japanese, Chinese and Korean is required, then please refer to the printer price list for details of the available font packs.

Q: What service offerings are available for the ZD230TA/DA?

A: Zebra recommends the Zebra OneCare™ Essential Maintenance Plan. For a tiny fraction of the cost of a single repair, you get true peace of mind with fully-featured comprehensive coverage for your printers. Zebra OneCare Essential is a 3- or 5-year service offering that includes:

- Comprehensive coverage: coverage for accidental damage and normal wear and tear
- Priority live agent technical support access (M-F, local business hours)
- Upgraded 3-day Depot turn-around time (TAT)
- Free return ground shipping from the Depot (optional next business day)

Q: Where can I find tutorial videos?

A: ZD230TA/DA "how to" support videos can be viewed online at www.zebra.com/zd230ta-info and www.zebra.com/zd230da-info

Q: Which operating systems are supported?

A: The printer's associated software is compatible with 32 bit and 64 bit Windows 2000, Windows XP, Windows 2003, Windows Vista, Windows 2008, Windows 7 and Windows 10. Printing from Mac, Unix and Linux systems is supported via the CUPS driver. For more information, visit the Zebra knowledge base.

Q: How do I access new or updated drivers?

A: Drivers can be downloaded from the Zebra website at www.zebra.com/zd230ta-info and www.zebra.com/zd230da-info

Q: What is included in the box?

A: Printer, power supply, power cord, USB cable, Quick Start Guide.



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
zebra.com/locations
la.contactme@zebra.com