



ZD888TA/DA 4-inch Desktop Printers

Remarkable value, quality printing,
simple operation

Agenda

- Why Zebra
- Challenge and Solution
- Unique Benefits
- Dual Color Printing
- Zebra Services



Why Zebra



Why Zebra

Extensive Reach

Scalable to meet any enterprise demands

 **\$5.08B**
Global Sales

 **120**
Offices Globally

 **~7.1K** US and INTL
Patents Issued and Pending

 **9.9K**
Employees Worldwide

 **10K+** Channel
Partners in Over 190 Countries

 **~10%**
of Sales R&D

Leader Status

Gartner Magic Quadrant for Indoor Location Services—Global

#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 ZD888TA/DA –** 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

Speedy integration to get printing quickly

Just the right features for your business needs

Highly legible print quality for every single label, including optional 300 dpi and dual color printing

Simple user interface requires minimal training

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

A photograph of a warehouse worker from behind, wearing a black t-shirt, dark blue pants, and a white hairnet. The worker is standing on a wooden pallet and packing cardboard boxes on a stainless steel table. A small grey label printer is on the table, printing a label. In the background, there are stacks of cardboard boxes on pallets and a circular conveyor belt system. A large blue diagonal graphic is overlaid on the left side of the image.

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

Optional dual color printing

Print crisp, two-color labels in red/black or blue/black

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



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

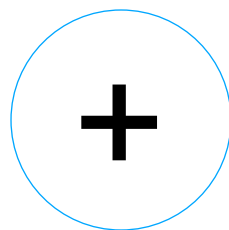
Print Confident. Print Quality. Print Zebra.



Dual Color Printing

Dual color printing with the ZD888DA

Stand out with high-quality, two-color labels



Key Benefits

Provide a strong visual impact for situations where certain information should be emphasized: food and beverage labeling, warning signs, reminder and time-sensitive labels

ZD888DA Dual Color Printer

- 300 dpi / 12 dots per mm resolution for crisp dual color output
- 60 mm per second print speed

Z-DualColor 8100D Labels

- Black/red or black/blue color options
- Environmentally friendly, BPA-free

Color printing made simple—no ribbon or ink to stock or replace. It's as easy as printing a black and white label

Take labeling to the next level with bold two-color printing



Retail

- Draw attention to price markdowns
- Highlight promotions
- Create eye-catching beverage labels



Healthcare

- Color code specimen labels
- Identify specimen samples for prioritized processing
- Increase safety with hazard warnings



Logistics

- Identify specialized handling for Hazardous, Fragile, Valuable and Pharmaceutical goods
- Highlight time-sensitive deliveries





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!

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