



ZT400 Series

Industrial Printers

Versatile, reliable and easy to use





Agenda

The Business
Challenge and
Solution

ZT400 Series
Features

Zebra DNA™
for Printers

Zebra Certified
Supplies

Zebra Global
Services

Why Zebra?

Business Challenge and Solution

What do you need in an industrial printer?

You need a printer that is:



Rugged and reliable to last for years – even in your most demanding environments



Easy to operate and maintain on a daily basis



Easy to manage, with robust and simple remote management options



Versatile to meet multiple application needs



Designed to evolve with your business for excellent investment protection

Presenting the ZT400 Series



Delivers rugged durability for demanding applications



Loaded with features for application flexibility



Easy to integrate, operate and manage



Ideal for mid-volume applications across many industries



Available with field-upgradeable linerless and RFID encoding options



Comparing the ZT411 and ZT421

The **ZT400 Series** is available in two print widths and three resolutions to meet a wide array of application needs



	ZT421	ZT411
Maximum Print Width	6 in.	4 in.
Maximum Print Speed	12 ips (203 dpi)	14 ips (203 dpi)
Print Resolution	203, 300 dpi	203, 300, 600 dpi
Print Mode	Direct Thermal or Thermal Transfer	Direct Thermal or Thermal Transfer
User Interface	4.3 in. full-color touch display	4.3 in. full-color touch display
Standard Connectivity	Serial, USB, Ethernet, Bluetooth	Serial, USB, Ethernet, Bluetooth
NEW Optional Linerless	Not available	Factory- or field-installable linerless
Optional RFID Encoding	Factory- or field-installable RFID	Factory- or field-installable RFID; on-metal version available*

* ZT411 only (not available on the 600 dpi model)

Applications



Manufacturing

- Work-in-process
- Product ID/serial numbers
- Packaging labeling
- Receiving/put-away labeling
- Item-level tagging
- Asset tagging



Transportation and Logistics

- Order picking/packing
- Shipping/receiving
- Cross-docking
- Compliance labeling
- Pallet/asset tagging



Retail

- Back-of-store operations
- Item-level tagging
- Distribution centers
- Security tagging



Healthcare

- Laboratory labeling
- Specimen labeling
- Pharmacy labeling
- Asset management/tagging

ZT400 Series Highlights

Maximum productivity, ease of use and manageability

4.3 in. full-color touch display makes configuration and operation a snap

Robust memory to support upgrades and new applications for years to come

Fast first label out and best-in-class throughput

Linerless*, RFID, a peeler and cutter in the field

Easily manage from anywhere with flexible remote management options

* ZT411 only



Simple side-loading supplies path with color guides and internal lighting

Standard Connectivity: Ethernet, USB, Dual USB Host, Serial, BT 4.1

Ensure premium print quality with printhead element out detection

Optional Connectivity: 802.11ac Wi-Fi/BT, Parallel, Ethernet, Applicator Interface

ENERGY STAR rated to lower costs

All metal frame for long-lasting durability

ZT400 Series Features

Versatile to meet virtually every application need

- Available in 4 in. (ZT411) and 6 in. (ZT421)
- 203 dpi, 300 dpi and 600 dpi
- Features a 4.3 in. full-color touch display for quick settings changes
- Add a wide range of communication options to meet your needs
- Add RFID in the field for general purpose UHF RFID tags or thicker on-metal tags
- Customize with factory- or field-installable media handling options



Easy to upgrade

Plug-and-Play

Upgrade or migrate to the latest Zebra printer with minimal disruption to your operations



Effortlessly replace an existing Zebra printer

Same ZPL and EPL language support

Easily migrate from a non-Zebra printer

Printer Emulations allows the use of a variety of printer command languages

Space saving design for easier fit

Bi-fold door makes it easy to install in small spaces

Multiple connectivity and management options

An easy fit into existing systems

Easy reconfiguration, repurpose

End-user-installable linerless, media handling, communication and RFID options

Built to evolve with your needs

Ultimate flexibility with field-installable linerless, media handling, RFID and communication options

As your environment and applications change, you don't need to buy a new printer. Configure and reconfigure the ZT400 Series to meet your needs.

- Add media handling options: peeler, cutter, liner take-up
- Add RFID capabilities for greater tracking abilities
- Two open media slots for applicator interface cards and dual band 802.11ac Wi-Fi® with Bluetooth® 4.2, along with Parallel and Ethernet
- Robust processing power and memory to support firmware upgrades and new Zebra DNA for Printers tools



Built to evolve with your sustainability goals

The ZT411 gives you two ways to go linerless

Factory-installed direct thermal only linerless

Replace an existing printer with factory installed linerless



Sustainability Bonus

Linerless is a direct thermal technology. This printer uses less material because it does not contain the extra components needed for thermal transfer printing.



Easy field-upgrade kit

Add linerless capability while maintaining flexibility to switch to thermal transfer printing if needs change in the future

Sustainability Bonus



No need for new equipment.

ZT411 Linerless Direct Thermal Printer Highlights

Same great features as ZT411

- 203 dpi, 300 dpi, and 603 dpi options
- 14 ips print speed
- Durable, all-metal construction
- Advanced standard features like printhead element out detection and Real Time Clock (RTC)

Specially engineered for linerless

- Premium linerless platen roller with tool assisted platen unwind
- Non-stick surfaces in the printer and media path
- Label taken sensor ensures only one label at a time is printed



Unlock the benefits of linerless printing

- 50% more labels per roll
- Variable print length
- Streamlined workflows
- Reduced waste

Rigorously tested with ZeroLiner Linerless Media

- Ensures minimal adhesive buildup, optimal print quality and smooth label throughput

Large Color Display

Makes it Easy to Setup and Maintain the ZT400 Series

Quickly navigate printer settings, including RFID, and make changes on the spot with the 4.3 in. full-color touch display.

See printer status, even from a distance. Display changes colors to show an alert so users can quickly respond and keep work flowing.



Rugged durability for extreme environments

Count on the ZT400 Series to serve your business for years



Durable metal frame holds up in the most demanding environments

Gears are carbon fiber reinforced for long life and high performance

High retention USB cable with optional clamp to prevent unintentional disconnects

Control panel buttons are tested for reliable operation for a million button presses

Print mechanism is tested for over 200,000 open and close cycles—over 100 open and close per day, every day, for 5 years!

Pair devices and access information at a touch

Pair ZT400 Series printers to NFC-enabled devices with a simple tap

Dynamic QR codes for help with common errors

Access Zebra how-to videos and more



Comprehensive connectivity options

Standard

Ethernet, USB, USB Host, Serial and Bluetooth 4.1

Optional

Dual-band 802.11ac and Bluetooth 4.2 for fast and reliable wireless connections; Parallel, Ethernet and Applicator Interface

Customize

Two open slots to accommodate additional communication options



Standalone use with dual USB host ports

Connect memory sticks, flash drives, barcode scanners and keyboards directly to the printer

How can you use a USB Host port?

- Use a memory stick to replicate firmware, files and configurations—just create a master key
- Print or transfer formats from a memory stick
- Enter data with keyboards and barcode scanners

Standard dual USB Host ports simplify data entry—simultaneously connect a scanner and keyboard



Easy media and ribbon loading



Lighted paths make it easy

to see inside the printer, even in poorly lit environments



Side-loading supplies path

makes loading simpler, faster and more intuitive

Media path guides the user

on how to thread the media and ribbon through the printer

Add UHF RFID in the field

Print and encode RFID labels and tags for real-time tracking and visibility

Easily add a UHF RFID encoder to the ZT411 or ZT421 (factory- or field-installable)

Add Zebra's RFID On-metal Tagging Solution* to print and encode thicker UHF RFID tags to track metal assets

Adaptive encoding technology enables excellent media flexibility

Simple RFID calibration: no complex placement guidelines

Zebra's RFID technology is globally certified on six continents to support deployments across complex, multinational supply chains

*ZT411 only



Zebra DNA for Printers

Why Zebra DNA

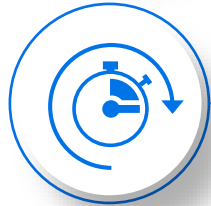
To get maximum performance from every Zebra device year after year

Every user benefits from these three strong **Zebra DNA outcomes:**



Constant Visibility

Insight and foresight consistently enhance processes, preempt problems, increase productivity and improve ROI.



More Uptime

Simplified device management, higher control and security tools dramatically increase accuracy and reduce delays and downtime.



Workflow Performance

Flexibility to adapt workflows to evolving needs and seamlessly respond to changing market dynamics, regulatory demands or internal processes.



IT professionals

driving digital transformation

Operations managers

nurturing the growth of their workforce

Software developers

striving to ensure business continuity

Front-line workers

with a user-friendly experience and tools to streamline tasks

Zebra DNA for Printers

Set Up. Secure. Manage. Optimize.

No time for printer failure? Zebra's broad portfolio of thermal printers are always in action and working hassle-free. Powered by Zebra DNA software and Link-OS™ operating system capabilities, they **ensure a safe operation with continuous visibility, extended uptime and agility to adapt to changing workflows year after year.**

See these important outcomes in action:



Give customers satisfying experiences
that keep them coming back



Strengthen patient safety and care
from admission to discharge



Increase productivity
from the plant floor to the front door

Zebra DNA for **Printers**

Tools and applications designed to optimize your printers' performance for their entire lifecycle

Set Up



Printer Setup Utilities: Simplify printer configuration to enhance your out-of-box experience and easily identify ways to improve network security.



Printer Profile Manager Enterprise: Discover all your networked printers and distribute configurations via your browser.



ZBI Key Manager: Zebra's ZBI 2.0 Key Manager helps you quickly enable your Zebra printers to use the powerful ZBI 2.0 language.



Pairing Solutions: Easily scan, tap or touch to pair printers with mobile solutions and launch an app.

[Click here: Zebra DNA for Printers](#)

Zebra DNA for Printers

Tools and applications designed to optimize your printers' performance for their entire lifecycle

Secure and Manage



PrintSecure: Secure connections, block unwanted access and ensure your data and infrastructure are protected.



Printer Profile Management Enterprise: Enable robust, convenient browser-based remote management of printers.



ZBI Key Manager: Zebra's ZBI 2.0 Key Manager helps you quickly enable your Zebra printers to use the powerful ZBI 2.0 language.



Automated Wi-Fi Cert (PrintSecure): Ensure printers have their own unique Wi-Fi certificate that auto-updates when expired.



MDM/EMM Connectors: Zebra's MDM/EMM connectors provide the ability to manage your Link-OS printers with VMWare® AirWatch® or SOTI™ MobiControl enterprise mobility management tools.



ZebraNet Bridge Enterprise: Enables your IT staff to centrally deploy, manage and monitor your Zebra printers, while lowering costs and increasing uptime.



Printer Setup Utilities (Security Assessment Wizard): Easily identify ways to improve network security by comparing settings with security best practices.



PowerPrecision: Ensures the best possible print output throughout the charge length of the battery.



Mirror: Allows you to centrally manage the configuration of Zebra printers over a wired and/or wireless network using FTP communications.

[Click here: Zebra DNA for Printers](#)

Zebra DNA for Printers

Tools and applications designed to optimize your printers' performance for their entire lifecycle

Optimize



Zebra Print: Intuitively designed, Zebra Print allows you to easily print directly from Android applications.



Link-OS Multiplatform SDK: Access all the tools needed for flexible custom solution development across multiple environments and infrastructures.



ZebraDesigner: Design tools that allow you to quickly and easily design a customized print solution.



Pairing Solutions: Simplifies pairing printers with mobile devices.



PDF Direct: Print PDF documents directly from ERP systems, such as Oracle and SAP without middleware.



Print Station: Enables driverless printing from mobile solutions.



PrintConnect: Easily add label and receipt printing to your mobile solutions.



Cloud Connect: Allows printers to securely integrate into cloud-based apps.



Zebra Basic Interpreter 2.0: Customize and enhance your Zebra printers with ZBI 2.0, Zebra's optional programming language.



Printer Emulations: Effortlessly integrate Zebra printers into existing printer deployments without complex programming changes. Printer Emulations are on-printer apps that allow printers to use a variety of printer command languages, while adding the benefits of manageability and security.



Global Printing Solution: The only complete multi-language software that is Unicode-compliant, for fast multi-language, on-demand thermal printing.

[Click here: Zebra DNA for Printers](#)

Zebra Certified Supplies

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
OneCare[™]

Support and
Visibility Services

Maximize printer uptime,
business operations and
your return on investment



Zebra OneCare Support Services

You count on your printers to keep your business up and running. Ensure **predictable performance**, **support for critical operations** and **improved business outcomes**, while eliminating unbudgeted repair expenses.

Zebra OneCare™ Essential

- **Complete Assurance**

Fully comprehensive, includes accidental damage, functional failure, normal wear and tear, print head replacement, plus replacement device if beyond economical repair

- **3-Day Repairs**

Three-day turnaround on repairs once the device arrives at the repair facility, plus ground return shipping

- **8x5 Tech Support**

Priority access to live-agent telephone technical support during normal business hours (8x5), no matter where customers are located

Zebra OneCare™ Select

- **24/7 Live Agent Technical Phone Support**

24/7 live-agent telephone technical support in 17 different languages, no matter where the customer is located (English live-agent support after-hours)

- **Next Day, "Like New" Device Replacement**

"Like-new" replacement device ships for next business day delivery, same day shipment, and next bus day delivery (where possible)

- **Standard Commissioning Service**

Standard Device Commissioning preloads the device with the customer's level of software, apps, configuration, OS, and LifeGuard™ version

Benefits

- Enhanced support beyond standard warranty
- Genuine Zebra expertise and parts maximize printer uptime—ensure your printer is back to Zebra's manufacturing specifications
- Outstanding value—eliminates unexpected repair costs with a planned support agreement
- Let Zebra handle your printer support, while you focus on your strategic initiatives

Why Zebra

Why Zebra

Extensive Reach

Scalable to meet any enterprise demands

 **\$4.58B**
Global sales

 **120**
Offices globally

 **~6.8K** Patents and patent applications worldwide

 **9.75K+**
Employees worldwide in 55 countries

 **10K+** Channel Partners in over 185 countries

 **~11%**
of sales R&D

Leader Status

Gartner Magic Quadrant for Indoor Location Services—Global

#1

Barcode Printing

Data Capture

Rugged Mobile Computing

Mobile RFID

Our People Make the Difference



Channel Accolades





Thank you!

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