

# RETAIL

## ZEBRA® PRINTING SOLUTIONS



SEE MORE. DO MORE.

# Smart ideas for enhancing retail operations

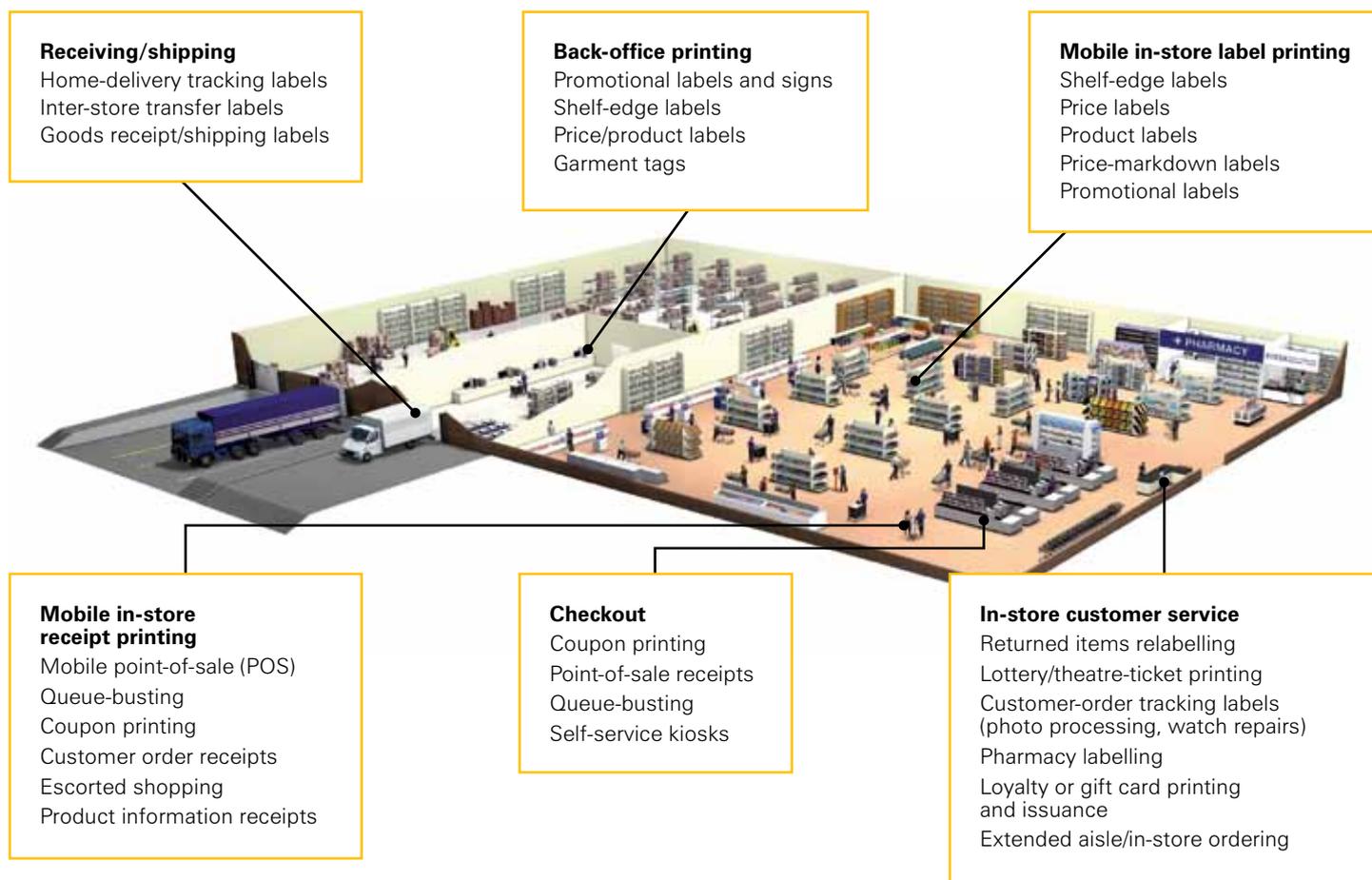
Zebra's versatile range of printers opens up many opportunities for retailers to streamline operations and improve the shopping experience for their customers. Using the most effective printing techniques, whether in the distribution centre, the back office or on the shop floor, makes a huge difference to the speed with which goods can be displayed and sold, in addition to increasing customer perception, loyalty and staff productivity.

Equipping staff with wireless mobile printers and handheld computers helps to reduce errors and save the time spent on tasks such as:

- Shelf labelling
- Price markdown and special-offer labelling
- Relabelling returned items
- Price labelling

Using mobile technology, self-service kiosks or card printers improve the experience for shoppers:

- Escorted shopping
- In-store special offers and coupon printing
- Queue-busting
- Loyalty and gift cards
- Extended aisle



# Four ways to cut costs and increase efficiency

## Shelf management: fast, accurate changes cut costs

Changing or replacing shelf-edge labels needs to be made in a timely manner – customers will be dissatisfied if goods are on display and they cannot find the price or other information.

Using mobile printers to label on the spot in store is quick and efficient; there is no walk-time to the back office to collect labels. Printed information is accurate as it comes straight from the store's system and there is no chance of the wrong label being used.

## Price management: take advantage of wireless and mobile technology

Printed pricing labels are clearly better than handwritten labels, but walking to the back-office printer wastes valuable time when your staff could be interacting with customers.

By employing mobile printing technology, price labels can be printed when and where they are needed. Damaged or missing labels can be replaced immediately; price markdown can be controlled and automated, improving the efficiency of the whole process. With the handheld terminal and printer connected to the store's wireless network, all printed information and pricing is current and centrally managed.

## Self-service: improve staff efficiency and customer experience

Staff time is often taken up helping customers locate products or seeing if products are in stock. Kiosks fitted with Zebra printers can provide essential information to customers, including store maps and details of product availability.

## Stock management: keep track of stock movements through the supply chain

Zebra offers a wide range of printers with differing capabilities to suit most applications, from distribution centre to store receipt, for inter-store transfers or for home-delivery applications. Wireless connectivity, available on many printers, makes it easy to operate them in the most convenient locations.

RFID technology enables automatic identification of items on incoming pallets and facilitates tracking and inventory in real time, increasing supply-chain visibility and reducing manual intervention.

RFID is also increasingly being used for item-level tagging of high-value or high-turnover items such as jewellery or clothing. RFID enables faster stock replenishment and reduces out-of-stocks.

Many of Zebra's printers are able to print and encode RFID (radio frequency identification) labels. With accurate labelling and better traceability, stock losses are reduced and delivery-to-display times are shortened.



**“The Zebra portable printers, combined with the PDA terminals that our staff use, provide us with a rugged and reliable wireless mobile solution, live on the shop floor, for price markdown.”**

**Strategic IT Development Manager  
Tesco  
UK and Republic of Ireland**

# Six ways to improve the customer shopping experience

## Queue-busting: don't lose customers through long queues

Ask any shopper what they dislike most about shopping and they will tell you that they hate queuing up to pay for goods. However, extra tills incur additional costs and take up valuable display space on the shop floor.

The use of wireless devices can reduce queues in two ways:

- Pre-scanning customer purchases and printing a single bar code, which is then scanned for payment
- Implementing a mobile POS solution

## Escorted shopping: expert assistance for all who need it

Give your staff the freedom to greet customers and assist them throughout the store with mobile applications to check inventory, access product information, make recommendations and process transactions and receipts.

## Extended aisle: in-store ordering for more choice

Kiosks can also be used to facilitate extended-aisle applications. This enables customers to order non-stocked items (other options, sizes, colours or larger items) for later delivery to store or home.

## Coupon printing: reward your loyal customers

Zebra kiosk and desktop printers can be used for static in-store coupon issuance. For more targeted campaigns, retailers can use Zebra mobile printers. To capture loyalty-card details, some mobile printers also have card-reader options.

## Automated order-processing: fast, accurate service

For home-delivery or special-item orders, there are often handwritten forms to be filled out, which makes it a slow, inefficient process.

Mobile terminals and printers enable store assistants to process orders and provide a more personal service. Product and price accuracy are guaranteed, as a bar-coded order confirmation is taken to the checkout for easy payment.

## Loyalty and gift cards: instant issuance in store

Provide loyalty cards to your customers at point of enrolment without them having to wait. Zebra's photo-quality card printers can produce vivid colourful cards in seconds. Magnetic-stripe and smart-card encoding can also be added as required.

Create extra-special gift cards with personalised messages and even photos using Zebra's full-colour card printers.



Mim

**"Zebra's mobile printer is very light, connects easily to the handheld terminal, opens wide when you have to change a label roll and has sufficient battery lifetime to ensure good user autonomy. This system delivers huge productivity gains. On average we can operate three times faster."**

IT Manager  
MIM  
France



**"...mobile printing with a mobile terminal offered Ahold the opportunity to cut costs further, improve time and staff efficiency. The solution works perfectly. It ensures we meet regulations and it gives us flexibility and efficiency."**

IT Director  
Ahold  
Czech Republic

# Printing solutions for retailers

Which printer is right for you? It's easy with a little help and advice from a Zebra partner. They will look at your requirements, the application and number of labels you need to print, and help you choose the right Zebra printer to meet the needs of your business today and tomorrow.

## Mobile label printing

### QLn™ series printers

Compact, convenient, yet robust, mobile QLn series printers are ideal for printing shelf-edge labels, price or price markdown labels, and other labels or receipts up to 79mm (3") wide. Use 802.11b/g to connect to a handheld device.

### P4T™ printers

The P4T mobile thermal-transfer printer allows for the creation of durable and long-lasting printed labels that can be exposed to extreme weather conditions. Outdoor products in garden centres or builders' merchants can therefore be effectively labelled for the long term.

## Mobile receipt printing

### RW™ series printers

RW series mobile printers simplify receipt or coupon printing with an intuitive interface, rugged construction and card-reader options. Maximum media width from 58mm (2") to 104mm (4").

### EM 220™ and MZ™ series printers

EM 220 and MZ series printers have a modern, ergonomic design with an intuitive layout, making receipt-printing quick and simple. Use options such as 802.11g, Bluetooth®, IrDA® or USB to connect to a handheld or smartphone device and print. Maximum media width for EM 220 is 58mm (2.3") and for the MZ series it ranges from 50.8mm (2") to 76.2mm (3").

## Desktop receipt or label printing

Desktop printers, such as the G-Series™ or 2800™ series, provide a small footprint and easy operation for printing price labels, shelf labels, tags or receipts. Ideal for use in the pharmacy, at the returns desk, for customer orders and coupons, or in the back office.

These printers also offer both direct-thermal and thermal-transfer printing. Thermal-transfer print technology delivers results where more durable labels are needed, such as in garden centres or DIY stores.

## Back-office and distribution label printing

### Z Series® and S4M™/Stripe® series printers

Capable of high-speed high-volume printing and with a robust metal casing, the S4M/Stripe and Z Series printers are used in retail back-office and in warehouses and distribution centres for printing shelf labels, shipping labels, pallet labels and product labels.

## Zebra RFID printers

Zebra's innovative RZ400™/RZ600™ and R2844-Z™ printers can read, write and print smart RFID labels, enabling you to track products from initial receipt through to final sale. The RP4T™ mobile printer allows for the encoding and printing of RFID tags away from a fixed station, increasing flexibility. Visit [www.rfid.zebra.com](http://www.rfid.zebra.com) to learn more about real-world RFID applications in retail.

## Zebra card printers

Zebra's card printers are designed for ease of use and have a small footprint to minimise space. In addition to printing high-quality colour images, the card printers can also be equipped with magnetic-stripe encoders.

## Kiosk printing

For self-service and kiosk applications, from tickets to receipts to coupons, Zebra has a compact direct-thermal kiosk printer for the job. These kiosk printers are designed for tough, unattended printing applications, where reliability, robustness, minimal maintenance and compact size are essential.



QLn  
mobile printer



KR203™  
kiosk printer



G-Series  
desktop printer



ZXP Series 3™  
card printer



RP4T  
mobile printer

# Supplies and printer accessories

## Choose genuine Zebra supplies

Quality printing is achieved by matching the right printer and media (and ribbons where required). Genuine Zebra supplies are tested thoroughly to ensure best performance in Zebra printers and to enhance printhead life.



Application	Product name	Availability* ZipShip <sup>SM</sup> /Custom	Printer type
Price and product labelling, withstands freezer temperatures	Z-Select™ 2000D	ZipShip and custom	All label printers
Price-labelling gifts – removable after application	Z-Select 2000D Removable	ZipShip and custom	All label printers
Price labelling or price mark-down to cover up the old price	8000D Blockout	Custom only	All label printers
Plant-tagging or labelling products stored outdoors or in a harsh environment	8000T Extra Tuff 180 Tag	ZipShip and custom	Desktop, mid-range and high-performance printers
Shelf-edge labelling, outdoor labelling	PolyE 3000T Matte	Custom only	Desktop, mid-range and high-performance printers
Shelf-edge labelling with direct-thermal printers; tear-resistant	PolyPro™ 4000D	ZipShip and custom	All label printers
Shelf-edge tags, high-quality receipts or coupons	Z-Perform™ 1000D 110 Tag	ZipShip and custom	All label and receipt printers (except MZ series)
Standard receipts or coupons	Z-Perform 1000D 80 Receipt	ZipShip and custom	All label and receipt printers
Archivable receipt paper	8000D 10 Year Receipt	Custom only	All label and receipt printers

\* ZipShip = Zebra-stocked item  
Custom = made to order

## Card printer supplies

Zebra provides a wide range of genuine quality-checked ribbons and cards for use in the card printers. Options include anything from opaque white cards to transparent coloured ones. For full details of all card printer media, please visit [www.zebra.com](http://www.zebra.com)

## Mobile printer accessories

### Carrying options for mobile printers

Printers can be worn on a shoulder strap or clipped to a belt, or integrated into a Route Palette solution.

### Battery chargers

Fast chargers and multi-chargers will replenish batteries in two to three hours. On average, a full charge will last for a typical eight-hour shift. For longer shifts and higher usage rates, spare batteries can be charged ready for a quick change.

For full details of other Zebra printer accessories, please visit [www.zebra.com](http://www.zebra.com)

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### Zebra Technologies – EMEA Headquarters & Sales Office

Zebra Technologies Europe Limited, Dukes Meadow, Millboard Road, Bourne End, Buckinghamshire, SL8 5XF, United Kingdom  
Telephone: +44 (0)1628 556000 Fax: +44 (0)1628 556001 E-mail: [mseurope@zebra.com](mailto:mseurope@zebra.com) Web: [www.zebra.com](http://www.zebra.com)

### Other EMEA Locations

Europe: France, Germany, Italy, the Netherlands, Poland, Spain, Sweden, Turkey Middle East & Africa: Dubai, South Africa