POST & PARCEL
ZEBRA® PRINTING SOLUTIONS

ZEBRA TECHNOLOGIES
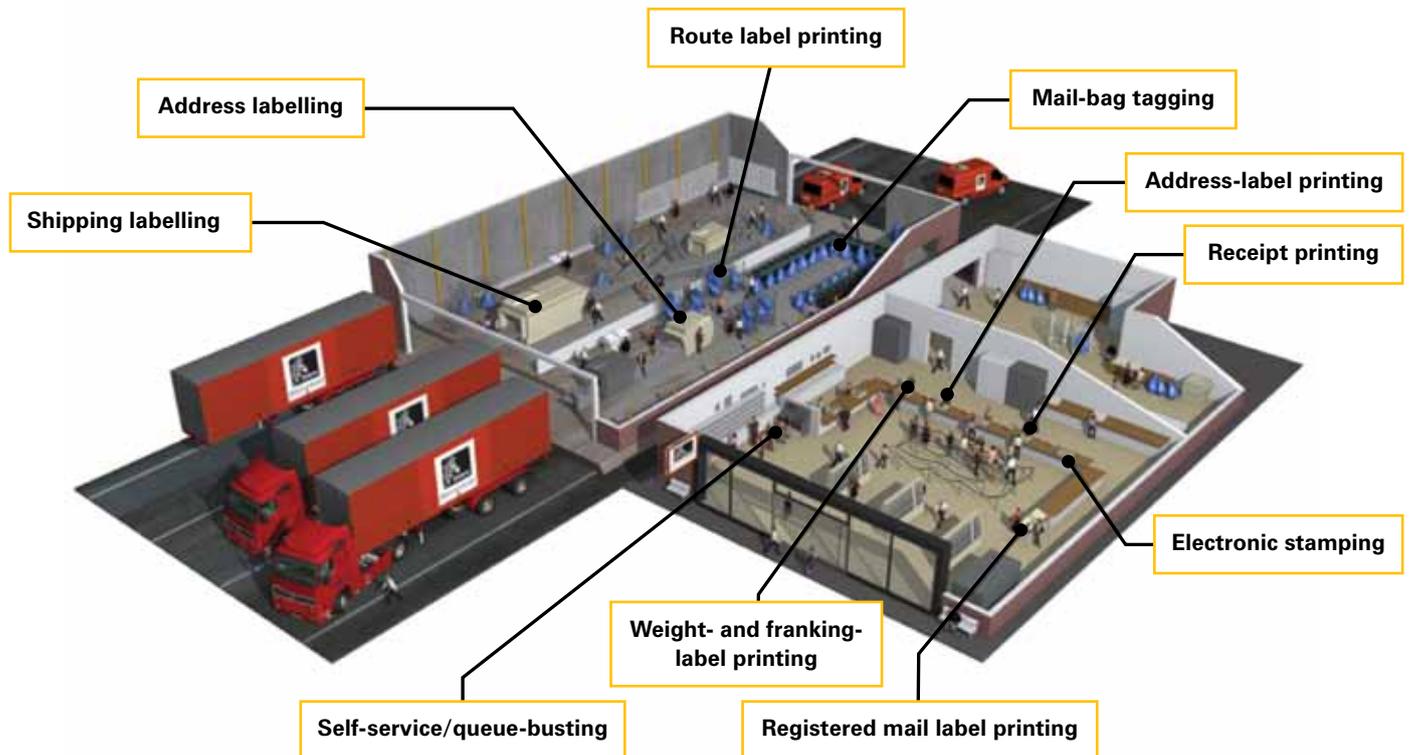
SEE MORE. DO MORE.

The postal journey

Zebra is a market-leading provider of printing solutions that improve productivity, quality, customer service, cost-efficiency and security. Zebra is the trusted brand of 90% of Fortune 500 companies, with the broadest range of label and receipt printers in the industry. More than 8.4 million Zebra printers have been sold worldwide to date.

Zebra has a broad portfolio that includes mobile printers, compact desktops, card printers and heavy-duty industrial label printers, ensuring a match for most applications. Zebra is also a leader in the development of RFID printer/encoders.

Encoding options, secure printing and the addition of customised holograms within the Zebra card-printer range promote security in both personnel identification and access control within postal services.

High-quality bar-code labelling of letters and parcels entering the post & parcel supply chain ensures efficient track and trace from collection through to delivery.

Route label printing

Address labelling

Mail-bag tagging

Address-label printing

Shipping labelling

Receipt printing

Electronic stamping

Weight- and franking-label printing

Self-service/queue-busting

Registered mail label printing

Smart ideas for improving post & parcel operations

Post Office Foyer

Deregulation, increased competition and globalisation coupled with a sharp decrease in mail volumes, mean that postal operators must employ various strategies to ensure future viability. Key to this is the need to increase responsiveness and agility to ensure that evolving market and consumer needs are fulfilled.

- **Postal counters** – Modernisation of postal counter operations includes deploying state-of-the-art bar-code printers to improve customer service and flexibility in-store.

  Electronic stamps featuring a linear barcode help improve accuracy and efficiency at each stage of the postal sortation and delivery process. Printed on demand and at the point of requirement, waste is reduced and customer service maximised. Use of **linerless media** can help reduce waste further.

  Self-service kiosks provide an alternative means of accessing postal services while easing congestion in post offices and reducing overheads. Customer benefit from reduced queuing and waiting times while being presented with a variety of postal services at a single portal.

- **Retail** – The sale of goods relevant to the postal sector such as stationary, envelopes and packing materials) provides a stable source of revenue for the postal service. Zebra desktop printers provide an efficient and cost-effective means of price-marking and shalf edge labelling in a small retail environment.

Depot

Zebra's printers are robust and reliable, perfect for a busy depot environment. Once identified as being unreadable or inaccurate, labels can be quickly and easily reprinted, reapplied to the parcel and placed back into the sortation process. Mail bags can also be tagged at point of collection to assist the audit trail of mail from collection to sortation and beyond.

Typical track and trace applications include:

- **Inbound**
  Parcel labelling and mail bag receiving
- **Sortation and processing**
  Mail bag and letter sortation
- **Outbound**
  Dispatch labelling

"Of all the hardware we have across the business, the Zebra printers we run are now the equipment that has the least downtime."

IT Hardware Engineer
EATA Hellenic Post

"The Post Office prefers to have everything from one source. The switch to Zebra has really paid off for the Swiss Post Office."

Head of Production,
Maintenance & Support
Swiss Post

"Last mile" mobile printing and delivering

Postmen and express drivers can all benefit from using a handheld device and mobile printer to improve productivity, customer service and revenues over the last mile of delivery.

Typical applications include:

• **Fail-to-deliver notices –** leaving a bar-coded card to say "we called while you were out" speeds up the process and reduces errors

• **Collection labels –** placing a bar-coded address label on collected parcels will speed sortation times and cut errors at the depot

• **Receipts –** take payment on the doorstep

• **Proof of delivery –** tracking of high-value goods and documents for secure delivery

• **Mail bag tags –** for bulk business post collections

Zebra's compact and reliable mobile printers enable the printing of accurate and bar-coded delivery notices and drop-slips on demand, on location. With card-reader options, payments can even be taken on the doorstep, boosting business whilst improving accuracy and customer experience.

Mobile post offices are replacing fixed operations in rural locations, and use desktop and mobile printers for electronic stamps, receipts and address labels.

Zebra card printers can also enhance security and peace of mind by producing photo ID badges that allow quick and easy recognition of delivery staff.

Typical benefits of mobile printing:

"Wireless mobile printers from Zebra are light, easy to use and make staff more flexible. They increased productivity by one minute per pallet and provided a return on investment of only 108 days."

**Information Systems
Service Manager
TNT Netherlands**

Smart ideas for improving post & parcel operations

Express shipping

Having customers apply shipping and address labels to parcels and mail is essential for companies to ensure track-and-trace reliability and delivery of those goods to the customer.

When the world's leading courier express and postal companies need label printers, they turn to Zebra.

Over one million printers have been sold globally to print shipping and address labels for parcels and mail. Many of these printers are given free to customers to ensure quality labelling and efficiency in sortation.

Other business applications include:
- Weight and franking labels
- Registered mail and address labels

RFID and Zebra – ready when you are

Both passive and active RFID technologies continue to gain momentum for tracked mail.

Mail can be tracked with fewer manual interventions as there are no line-of-sight limitations. Multiple items can be read quickly and efficiently, and most importantly, tag/label data can be modified and updated as required.

Recent developments in Zebra's *Xi*™ series RFID printer/encoders provide increased flexibility in RFID deployments because On-Pitch Encoding allows for the production of significantly smaller RFID tags.

Likewise, the RP4T™ printer provides the capacity to encode UHF RFID tags in a mobile capacity.

Above all, many Zebra printers have an RFID upgrade path, allowing for the deployment of RFID technology whenever you are ready.

Linerless

Until now, liner waste has been an accepted part of this process (with the EU producing 240,000* tonnes of liner waste in 2008), but Zebra's G-Series desktop printer offers linerless label printing to help reduce waste, save costs and improve productivity.

Benefits include:
- No more liner waste to manage: helps promote the green IT message
- More labels per roll: increases efficiency by minimising downtime and transportation costs
- Zebra's tried-and-tested desktop series printers: rugged, reliable, easy-to-use and affordable

* SOURCE: FINAT press release, "Join FINAT's recycling scheme – a solution to liner waste", worldwide association for manufacturers of self-adhesive labels and related products and services (October 2008).
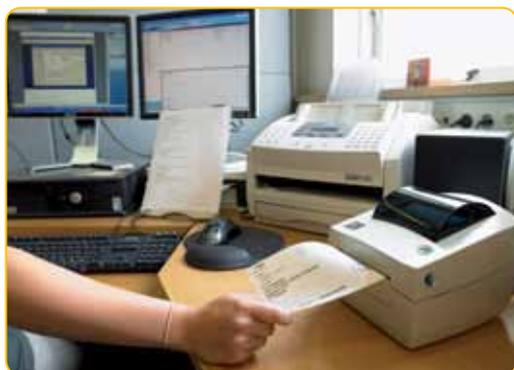

Iceland Post

"We have been using Zebra printers for over 10 years. They are very easy to use, provide high stability, and the track and trace quality is extremely good."

Chief Information Officer
Iceland Post

CTT Portugal

"Printer quality and ease of integration with the technology platform were CTT's reasons for selecting Zebra."

Project Engineer
CTT Correios de Portugal

Connectivity

Zebra printers have been developed to speak the language of post and parcel operations. Crucially, all Zebra printers are multi-lingual. Zebra is the only Unicode™-compliant bar-code-printer manufacturer to preload all major EMEA languages into its printers. With ZebraNet™ Bridge software you can manage global printer networks from a single PC – reducing downtime and increasing productivity.

Thermal printing solutions for post & parcel
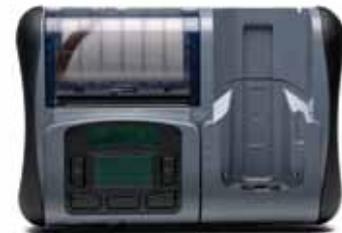
Which printer?

Whether it be 1-D or 2-D coding or RFID-enabled printers, Zebra can have a qualified partner offer help and advice on which printer is right for you. Our partners have the experience and expertise to integrate Zebra printers with leading software solutions.

	Mobile			Desktop	Tabletop			Card	Kiosk
	QLn™ series	RW™ series	MZ™ series	G-Series™	S4M™	Z Series®	*Xi* series	ZXP Series 3™	KR403™
Depot/sortation	✓			✓	✓	✓	✓		
Post office	✓			✓	✓				✓
Express shipping	✓			✓	✓	✓			
Postman/express drivers	✓	✓	✓						
Access control								✓	
Personnel identification								✓	
RFID						✓	✓		

Accessories

Zebra has a comprehensive range of accessories for its printer products.

For mobile products this includes the in-vehicle cradle and Route Palette – an easy-to-carry lightweight one-piece unit that combines a mobile printer and PDA.

Supplies – Zebra prints, you deliver

Selecting the right combination of labels and ribbons for printers is essential for maintaining quality of printout and life of the printer. Zebra has the products and expertise to ensure first-class printing every time.

Innovative media solutions include:

- Five- and ten-year-archivable paper – allowing compliance with fiscal regulations
- Tamper-proof electronic stamp media – non-removable to protect revenue