ZD420 4-Inch Desktop Printers
BATTLECARD

ZEBRA

PRIMARY MARKETS AND APPLICATIONS

Light Manufacturing
- Agency labels/nameplates
- Product labels
- Apparel tags
- Work-in-Process (WIP)
- Inventory labels
- Shipping labels

Transportation & Logistics
- Asset labels
- Shipping labels
- Receiving labels
- Packing slips

Healthcare
- Prescriptions
- Lab and specimen labels
- Patient ID wristbands
- Asset labels
- Blood and IV bag labels
- Patient record labels

SECONDARY MARKETS
- Retail
- Government
- Services

SALES/REFERENCE MATERIALS

The Source:
zebra.gosavo.com/

Partner Gateway:
https://partnerportal.zebra.com

ZD420 Product Home:
www.zebra.com/zd420

Global Services:
www.zebra.com/us/en/services.html

Learning Portal:
http://learning.zebra.com

Developer Tools:
www.zebra.com/software

For more information on the ZD420, please visit us on the web at: www.zebra.com

ZD420 4-Inch Desktop Printers
A NEW LEVEL OF EASE OF USE, APPLICATION FLEXIBILITY, MANAGEMENT SIMPLICITY AND TCO

As the next generation in Zebra's desktop line, the ZD420 replaces Zebra's popular GK420, taking deployment and management simplicity, ease-of-use, application flexibility and total cost of ownership (TCO) to a new level in this printer class. Your customers get Zebra's easy to use clamshell design combined with an intuitive interface. Field-installable connectivity and media handling options allow customers to purchase what they need today, yet easily add new features on site to meet tomorrow's needs. Available in both direct thermal and thermal transfer models, as well as healthcare-specific models, the ZD420 is ideal for a wide range of environments. And the ZD420 runs Link-OS® and is supported by our powerful Print DNA suite of applications, utilities and developer tools that deliver a superior printing experience through better performance, simplified remote manageability and easier integration.

TOP 10 REASONS WHY THE ZD420 RESETS THE BAR FOR MID-TIER DESKTOP PRINTERS

New at-a-glance status icons take the guesswork out of printer status
A three-button interface with five LED status icons replaces the typical single button/single light interface common in desktop printers Users can instantly see what's needed to keep printers up and running.

Backward compatibility with virtually any existing printer
Whether your customers are currently using a Zebra or competitive printer, the ZD420 makes it easy and cost-effective to upgrade. Customers will be able to use the same label formats and applications they are using today. The ZD420 supports both EPL and ZPL printer languages. And with Virtual Devices, part of Zebra Print DNA, the ZD420 can use languages normally associated with other printer brands.

Comprehensive connectivity options
The ZD420 offers virtually every modern connectivity option, making deployment a snap. Standard models come with USB and USB host. Options include serial or 10/100 Ethernet (both field upgradeable), as well as factory-installed dual radio 802.11ac and Bluetooth 4.1 with MFi certification for compatibility with Apple iOS mobile devices.

Easy remote management
With Printer Profile Manager Enterprise, it's easier than ever to integrate, manage and maintain ZD420 printers, from any location. Your customers get anywhere anytime management of one printer, a group of specific printers or all printers anywhere in the world.

Sharp 300 dpi printing
With 300 dpi printing, the ZD420 opens the door to new applications and new sales opportunities. The high image quality enables printing of small 2D labels or labels that require graphics, such as a logo or icon.

Movable media sensor for more media options — and more application flexibility
While Zebra Certified Printer Supplies provide maximum printer performance, the ZD420's movable media sensor gives your customers the flexibility to use virtually any media from any manufacturer.

Field upgradable to meet changing needs
New features can be added right on site — from serial or Ethernet communications, 300 dpi capabilities, or a peeler and a cutter — without sending the printer to the service depot.

Lower costs with a high capacity ribbon
Intelligent dual-ribbon handling allows the ZD420t to accept either 74 m/244 ft. or high capacity 300 m/ 984 ft. ribbons. The higher capacity ribbon costs less per meter and reduces ribbon changes by 75 percent for fewer workflow disruptions.

Zebra Print DNA — transforming printers from the inside
Print DNA is the genetic code that injects business-catalytic capabilities into our Link-OS printers through a unique combination of innovative applications, utilities and developer tools. It is easy to configure printers to use secure connections, block unwanted access and ensure data and infrastructure are protected. The result? A superior printing experience through better performance, simplified remote manageability and easier integration.

Optional battery for cordless operation
The removable desktop battery power option allows the easy transport of the ZD420 printer on a cart for on-the-spot printing, reducing steps, increasing productivity and improving task accuracy. The battery housing mounts securely to the printer base and has plenty of power for a full shift.
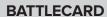
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COMPETITIVE COMPARISON: AT-A-GLANCE FIGHT SHEET

In the chart below, where appropriate, light blue shading indicates the best specification available for a specific feature. The ZD420 offers class-leading specifications for many features, including print speed, wireless connectivity options and remote management capabilities.

	Zebra ZD420	Godex G500/G530	Godex RT700/ RT730	Honeywell E-4205A/ E-4305A	New Beiyang BTP-2200E Plus; BTP-2300E Plus	Sato CG408/ CG412	TSC TTP-244 Pro	TSC TA210/ TA310	TSC TTP-244CE Advanced
PRINT SPEED									
203 dpi	6 ips	5 ips (G500)	5 ips (RT700)	5 ips (E-4205A)	5 ips (BTP-2200E Plus)	4 ips (CG408)	5 ips	5 ips (TA210)	4 ips
300 dpi	4 ips	4 ips (G530)	4 ips (RT730)	5 ips (E-4305A)	3 ips (BTP-2300E Plus)	4 ips (CG412)	N/A	4 ips (TA310)	N/A
STANDARD FEATURES									
Memory	512 MB Flash 128 MB SDRAM (256 MB SDRAM for networked versions)	8 MB Flash 16 MB SDRAM	8 MB Flash 16 MB SDRAM	64 MB Flash 32 MB DRAM	4 MB Flash 64 MB SDRAM	4 MB Flash ROM 8 MB RAM	4 MB Flash 8 MB SDRAM	4 MB Flash 8 MB SDRAM	4 MB Flash 8 MB SDRAM
Standard Connectivity	USB 2.0 USB Host	USB + Parallel USB + Serial + Ethernet	USB Serial Ethernet	USB 2.0 RS-232 Serial Parallel 10/100 Ethernet	Serial RS-232	USB + RS-232; USB + LAN; USB + Directional Parallel	USB 2.0 RS-232 Serial	USB 2.0	USB 2.0 Serial RS-232 Centronics Parallel 10/100 Ethernet
Printer Management	Zebra Link-OS	GoLabel	GoLabel	NETira RM	None	SATO All-In-One	Diagnostic Tool	Diagnostic Tool	Diagnostic Tool
RIBBON CHARACTERISTICS									
Ribbon Length	74/300 m (244/984')	300 m (984')	300 m (984')	110/300 m (361/984')	300 m (984')	100 m (328')	300 m (984')	300 m (984')	110 m (361')
OPTIONS									
Optional Battery for Cordless Operation	Yes	No	No	Yes	No	No	No	No	No
Memory (Option)	No	No	No	No	Yes (up to 8MB)	No	4GB SD Card via Reader Module	Standard: SD card slot for memory up to 4GB	Standard: SD card slot for memory up to 4GB
Peeler	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Cutter	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes

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COMPETITIVE COMPARISON: AT-A-GLANCE FIGHT SHEET (CONTINUED)

	Zebra ZD420	Godex G500/G530	Godex RT700/ RT730	Honeywell E-4205A/ E-4305A	New Beiyang BTP-2200E Plus; BTP-2300E Plus	Sato CG408/ CG412	TSC TTP-244 Pro	TSC TA210/ TA310	TSC TTP-244CE Advanced
OPTIONS (CONTINUED)									
Serial	Field Installable RS-232 Auto-Sensing Serial	Yes	Standard	Standard	Standard	One of the Standard Interface Options	Standard	Yes	Standard
Ethernet	Field Installable Internal 10/100	Standard	Standard	Standard	Internal 10/100	One of the Standard Interface Options	No	Internal 10/100	Standard
Bluetooth Wireless	Dual radio: Bluetooth 4.1 and 802.11ac Wi-Fi	No	No	No	Yes	No	Yes, module uses serial interface	Yes, module uses serial interface	Yes, module uses serial interface
802.11 Wireless	Dual radio: Bluetooth 4.1 and 802.11ac Wi-Fi	No	No	No	802.11b/g	No	Yes, 802.11b/g/n module uses serial interface	Yes, 802.11b/g/n module uses serial interface	Yes, 802.11b/g/n module uses serial interface
Healthcare Model	Yes	No	No	No	No	No	No	No	No

ZEBRA GLOBAL SUPPORT SERVICE PLANS

SERVICE	ENTITLEMENTS	TIME OF PURCHASE	TERM
Zebra OneCare SV for Printers	• Two years of coverage at a cost-effective price • Covers normal wear and tear; extends manufacturer's warranty from one year to two years • Self-service tools 24x7 • 8x5 Level 1 Tech/ Call Support • Depot repair with 5-day in-house turnaround time • Device commissioning option • Rights to download and use software updates and upgrades • Access to user assessment/access to training • Online Return Material Authorization (RMA) support	Up front with the hardware (prepaid) or within 30 days thereafter	2 years

THE BENEFITS OF SELLING ZEBRA CERTIFIED SUPPLIES

Exceptionally Consistent, Consistently Exceptional

Zebra designs, produces and rigorously pretests our own line of thermal printing supplies to ensure consistent, optimized performance in Zebra printers. With Zebra Certified Supplies, customers get:

- **Unmatched thermal printing expertise:** With over three decades of experience, Zebra is known the world over for exceptional quality, durability and dedication to thermal printing technologies.

- **Exceptional service:** One of the largest and most experienced thermal label convertors in the world, Zebra has the size, scale and infrastructure to meet printing supply needs quickly and effectively.

- **Consistently outstanding quality:** Zebra painstakingly combs through thousands of raw materials and only uses conversion processes, inks, varnishes, tools and equipment that are optimized for thermal printing. In addition, Zebra subjects every item to rigorous testing, ensuring premium craftsmanship and durability. Only the best become Zebra Certified Supplies.

- **Flexibility and convenience:** Zebra offers extensive customization capabilities to meet the unique needs of specific applications, and is able to ship hundreds of in-stock products quickly with our ZipShip℠ service.

PRINT DNA — TRANSFORMING PRINTERS FROM THE INSIDE

A great printer solution starts with great hardware. But the software inside the printer matters too. Software can help maximize the functionality of your customer's printer – along with the value the printer can provide to your customer's business.

That's why we created Print DNA. Powered by Link-OS, Zebra's robust printer operating system, Print DNA offers a broad series of tools that make life easier for everyone who touches a Zebra Link-OS printers, from workers and managers to IT staff and developers. When you sell a Zebra Link-OS printer with Print DNA, you're delivering real value to your customers, above and beyond print capabilities.

For more information about Print DNA and its capabilities, please refer to www.zebra.com/printdna and the Print DNA Selling Guide.

PRODUCTIVITY TOOLS

Reach new levels of productivity with innovations that streamline tasks and workflows, optimize device performance and solve tomorrow's printing problems today.

DEVELOPMENT TOOLS

With faster, easier and smarter integration of Zebra printers with devices and applications, your customer's Zebra printing solutions are up and running in less time, with less cost.

MANAGEMENT TOOLS

Minimize IT effort and maximize IT control with Print DNA management tools — the easy way to add and manage any number of printers, anywhere — from a handful of printers in a small business to thousands of printers all around the world.

VISIBILITY TOOLS

Regardless of whether or not you have an existing Mobile Device Management solution in place, robust Visibility Tools boost the value of Zebra Link-OS networked printers by providing unparalleled insight into printer health, usage and performance — driving uptime and ROI to a new high, and TCO to a new low.