

OVERVIEW

Zebra ZD621 Premium 4-Inch Desktop Printers

Offer your customers the best: premium features, maximum performance and unmatched security. Building on the legacy of Zebra's GX Series, ZD500 and ZD620 printers, the ZD621 delivers next-generation, best-in-class features—along with outstanding print quality and forward adaptability—for years of hassle-free printing. Featuring Zebra's exclusive Print DNA software suite, it's simple to setup, operate, manage and maintain—onsite or remotely.



Features & Benefits

Top 3 Customer Messages

1 Premium quality and features with forward-flexibility

- Outstanding print quality and optional 300 dpi print resolution
- Field-installable wireless kit
- Innovative new architecture to power expanding capabilities
- Optional 4.3-inch, full-color LCD touch display
- Optional battery power for portability
- Supports EPL, ZPL and emulates other printer languages
- Durable construction

2 Multiple models to support nearly every application

- RFID model for greater tracking and deeper visibility
- Healthcare model with medical-grade power supply, sealed-button interface and UV-resistant, disinfectant-ready plastics, full-color touch screen
- Thermal transfer model supports either 74 m/244 ft. or high-capacity 300 m/984 ft. ribbons
- Direct thermal model doesn't require ribbon, ink or toner
- Linerless configuration available on direct thermal model

3 Built-in software suite, including unparalleled security

- Printer Profile Manager Enterprise (PPME) enables anywhere, anytime web-based remote management
- Exclusive Print DNA software for easy setup, management and security
- Peace-of-mind security with PrintSecure
- Delivers exceptional experiences for every kind of user—IT, operations, frontline worker
- On-going software updates to grow with business needs and increase ROI

Additional Differentiating Features

Managed Print Services (MPS) builds revenue streams

- With Print DNA you can remotely manage your customers printers, track and automate supplies replenishment and ensure security

Flexibility to add features when your customers need

- There are many field upgradeable options and accessories, including 802.11ac & Bluetooth® wireless kit, Ethernet, serial, peeler, cutter, battery pack, carrying case, and more

Intuitive 4.3-inch, full-color LCD touch display (optional)

- See printer status at a glance, access wizards to quickly setup and get printing, as well as change settings with the press of a finger

New architecture to power tomorrow's technology

- Innovative architecture drives future printing capabilities and is 30% more powerful than the ZD620 and nearly 300% than the GX Series

What's New

Features not available on the legacy GX-Series:

Print DNA software suite, PrintSecure printer security, powerful architecture, field-upgradeable connectivity and media handling options, battery, faster print speed, 3-button, 5-status icon interface, moveable media sensor, more memory, larger ribbon roll, printer language emulations, PDF Direct, healthcare and RFID models, USB host, wireless connectivity, printer setup app (via BTLE), media dancer, 2-year warranty.

Features not available on the legacy ZD620/500 Series:

Optional touch display (standard on healthcare and RFID models), printer setup app (via BTLE), powerful architecture, field-upgradeable wireless kit, peeler and cutter optimized for label length < 0.5 in./12.7 mm.

Industry Applications

Retail

- Shelf labels
- Price markdowns
- BOPIS/E-Commerce

Healthcare

- Lab and specimen labels
- Prescription labels
- Patient ID wristbands

Transportation & Logistics

- Shipping and receiving labels
- Packing slips
- Asset labels

Light Manufacturing

- Work-in-Process (WIP)
- Inventory labels
- Shipping labels

Government

- Asset labels
- Record labels

Services/Hospitality

- Service reminder labels
- Ticketing

Competitive Highlights

In addition to 50 years of experience and an extensive line of products and solutions, the following are the top selling points for the major competitive products. Note that the complete detailed and most current competitive information is located in the Competitive Portal.

SATO CT4-LX	Honeywell E-4206P	Honeywell PC43	TSC TX200	GoDex RT700iW
				
<p>No Battery Portability Add portability with the ZD621's removable desktop battery power option.</p> <p>Shorter Warranty Get increased protection with the ZD621's standard two-year warranty versus the CT4-LX's one-year warranty.</p> <p>Higher Cost The Sato CT4-LX list price is significantly higher than any Zebra or other comparable printer.</p> <p>No Healthcare Model The ZD621 Series includes models specifically designed for Healthcare.</p> <p>No Direct Thermal Model This Sato model only offers a thermal transfer model, whereas the ZD621 offers both thermal transfer and direct thermal.</p> <p>Ribbon Size Not Industry Standard Sato uses 100 m vs the industry standard 74/300 m. Plus, single ribbon size versus our 74/300 m dual capability.</p>	<p>Light in Printer Management Options Zebra offers superior printer management capabilities through Print DNA. Only Zebra offers remote management of printhead and battery diagnostics.</p> <p>Inferior Display Options The ZD621 offers a 4.3-inch, full-color LCD touch display option, while the E-4206P includes a smaller monochrome LCD.</p> <p>Slower Print Speed The ZD621 prints as fast as 8 ips as compared to the E-4206P's 6 ips.</p> <p>Lesser Wireless Option The ZD621 offers the latest 802.11ac as a field-installable kit versus the E-4206P's 802.11 a/b/g.</p> <p>No Healthcare and RFID Models The ZD621 Series includes models specifically engineered for Healthcare and RFID.</p> <p>No Linerless Support Does not support linerless media, like the ZD621.</p>	<p>Light in Printer Management Options Zebra offers superior printer management capabilities through Print DNA. Only Zebra offers remote management of printhead and battery diagnostics.</p> <p>Inferior Display Options The ZD621 offers a 4.3-inch, full-color LCD touch display option, while the PC43 offers a smaller, optional 2-inch non-touch color LCD.</p> <p>Limited Media Options The ZD621's movable media sensor lets users choose virtually any media for greater flexibility. The PC43 only offers the movable media sensor on premium SKUs with LCD option.</p> <p>Lesser Wireless Option The ZD621 offers the latest 802.11ac as a field-installable kit versus the PC43's 802.11 b/g.</p> <p>No Healthcare Model The ZD621 Series includes models specifically designed for Healthcare.</p>	<p>Light in Printer Management Options Zebra offers superior printer management capabilities through Print DNA. Only Zebra offers remote management of printhead and battery diagnostics.</p> <p>Inferior Display Options The ZD621 offers a 4.3-inch, full-color LCD touch display option, while the TX200 offers a smaller, optional 3.5-inch non-touch color LCD.</p> <p>Lesser Wireless Option The ZD621 offers the latest 802.11ac as a field-installable kit versus the TX200's 802.11 a/b/g/n.</p> <p>No Battery Portability Add portability with the ZD621's removable desktop battery power option.</p> <p>No Healthcare and RFID Models The ZD621 Series includes models specifically engineered for Healthcare and RFID.</p> <p>No Linerless Support Does not support linerless media, like the ZD621.</p>	<p>Light in Printer Management Options Zebra offers superior printer management capabilities through Print DNA. Only Zebra offers remote management of printhead and battery diagnostics.</p> <p>Slower Print Speed The ZD621 prints as fast as 8 inches per second (ips) as compared to the RT700iW's 7 ips.</p> <p>Lesser Wireless Option The ZD621 offers the latest 802.11ac as a field-installable kit versus the RT700iW's 802.11 a/b/g/n.</p> <p>No Battery Portability Add portability with the ZD621's removable desktop battery power option.</p> <p>No RFID, Healthcare and Linerless Available The ZD621 Series offers more models and features including RFID, Healthcare and linerless.</p> <p>Interior Display Option The RT700iW includes a 2.4-inch non touch color LCD, versus the ZD621's optional 4.3-inch full color touch LCD.</p>

Qualifying Questions

Q Are you looking to invest in a platform that can meet your needs today and tomorrow?

A Your needs today will likely change tomorrow—and new technologies can open up new doors to improve productivity, customer service, revenue and profitability. Engineered for evolving technology, the ZD621 Series features an innovative new architecture, the latest in wireless connectivity options and Zebra's own ever-expanding Print DNA software suite to deliver years of premium printing—and a greater return on your investment.

Q Is your IT organization burdened by the time and effort it takes to install, troubleshoot, update and manage your printers?

A Zebra printers are engineered to be frustration-free, reliable and durable for years of quality printing. Featuring Zebra's exclusive performance-enhancing Print DNA software suite, they're also easy to set up, use, manage and secure—onsite or remotely. Take the burden off of IT with proven printers that won't let you down.

Q Are you aware of security risks for thermal printers?

A Sadly, cyberattacks are escalating to new and creative extremes, including targeting thermal printers. The risks are real. Proactively shield customers from dangerous, costly attacks. Unlike other brands, Zebra's printers feature PrintSecure, part of Print DNA, to protect your data, secure your endpoints and prevent downtime. Compare your settings against best practices, see activity in real time and identify potential risks before they happen.

Q Are you looking to incorporate RFID technology?

A Implement RFID without complication. Part of Zebra's broad RFID portfolio, the ZD621R delivers premium printing and encoding in a compact desktop footprint. Featuring Zebra's exclusive RE40 RFID module and adaptive encoding technology, it supports a broad range of applications, is simple to calibrate and allows for excellent media flexibility. And, it comes standard with the 4.3-inch, full-color LCD touch display so you can access the intuitive menu and setup wizards with the touch of a finger.

Sales/Reference Materials

The Source (for internal Zebra only):
zebra.gosavo.com

ZD621 Series Product Pages:
www.zebra.com/zd621
www.zebra.com/zd621-healthcare
www.zebra.com/zd621r

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

Services:
zebra.com/zebraonecare

Support Pages:
www.zebra.com/support

Supplies & Accessories

Ensure consistent, outstanding quality to increase customer efficiency and productivity. Zebra Certified Supplies result in less wear and tear on printers and increase longevity. Zebra offers the widest selection of in-stock RFID labels ready to ship within 24 hours, designed for and tested with Zebra printers, as well as Zebra RFID readers. Standard and custom label supplies provide a recurring revenue stream, as well as an opportunity to continually connect with your customers.

Options & Accessories

Offer your customers purpose-built accessories that add functionality—and increase your sales. Key accessories include:

- 4.3-inch full-color, touch LCD
- 802.11ac Wi-Fi and Bluetooth 4.1 dual radio (factory- or field-installed option)
- Cutter or dispenser/peeler media handling options (factory- or field-installed option)
- Battery and carrying case for transportability
- ZKDU Keyboard Display Unit
- Mounting plate

Note: ZD621 and ZD421 connectivity modules, peeler and cutter are not compatible with ZD620 and ZD420, and vice versa.

Objection Handling

Operations Manager: Non-Zebra Customer	Operations Manager: Zebra Customer	Technology Decision Maker: Purchasing
“My current printers are working well enough—why would I replace perfectly good printers if I don’t have to?”	“We’re not using Zebra printers today—why would I buy a different brand?”	“I need concrete proof that a new printer purchase is justified, especially compared to competitive products.”
Response:	Response:	Response:
<p>Your older printer likely lacks the technology required to stay competitive and secure your data. The latest features will allow users to work faster and smarter, lessen the burden on your IT operations and protect you from dangerous, costly attacks.</p> <ul style="list-style-type: none"> • Easily integrate, manage, maintain and secure your printers—onsite or remotely—with Zebra’s exclusive Print DNA software suite • Deploy the ZD621 into your existing printer fleet with confidence as it supports EPL and ZPL as well as emulating other printer languages • See printer status at a glance • Innovative architecture to powers future technologies • Add portability with the removable desktop battery power option • Track and automate supplies replenishment • Add features when you need them with field upgradeable options 	<p>Not all printers are created equally. With Zebra, you’re free from picking and choosing between performance, reliability or security. You get it all. When you purchase a Zebra ZD621 printer:</p> <ul style="list-style-type: none"> • You can deploy it with your existing printer fleet as it as it supports EPL and ZPL as well as emulating other printer languages • It has all the best-in-class, premium features you need, along with the quality construction and forward-flexibility to advance with technology and perform for years • It is easy to setup, operate, manage, maintain and secure—onsite or remotely—with our exclusive performance-enhancing Print DNA software suite • You know it’s designed to be self-reliant, durable and ready to perform for years • It’s backed by a two-year warranty • You have access to flexible OneCare Maintenance plans and a global network of support 	<p>Class-leading ZD621 printers are the ultimate, future-ready investment. You’re assured of premium performance today, and peace of mind that your printer will grow with your business for years to come.</p> <ul style="list-style-type: none"> • Premium features and print quality • Simple integration, operation, management and maintenance—onsite or remotely • Innovative new architecture that powers future technologies and printing capabilities • Unmatched security to protect your sensitive data from exposure • Optional 300 dpi print resolution • 4.3-inch, full-color touch LCD* • Field-installable wireless kit • Optional battery for portability to reduce errors and save time • Dual-ribbon handling accepts either 74 m/244 ft. or high-capacity 300 m/984 ft. ribbons**

*Optional feature on direct thermal and thermal transfer models, standard on Healthcare and RFID models.

**Thermal transfer models only.



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Whats in the Box?

Printer, empty ribbon take-up cores, 300 m ribbon core adapters for non-Zebra ribbon, AC power supply, power cord(s), USB cable, Quick Start Guide, Regulatory Guide.

Services

Keep your customers’ printers operating at peak performance and enable their critical business operations with Zebra OneCare™ Maintenance Plans, which help eliminate unexpected repair costs, maximize device uptime and generate more revenue and margin on your printer sales. Offer them the “right-for-you” maintenance plan that’s tailored to their business and exact needs. Help your customers get unparalleled insight into the health, usage and performance of their devices with VisibilityIQ™ OneCare™. As their trusted advisor, you can add to your portfolio of services and increase your revenue and margins, while providing real value: you can help your customers instantly obtain the answer to critical device questions such as: Where are my devices? Are they ready to use? How many devices are in the Service Center? Which devices are being under-utilized? Which printers are bearing the heaviest load? How many devices are out of contact? And more...