

ZT200 Series 4-Inch Industrial Printers

BATTLE CARD



ZT200™ Series 4-Inch Direct Thermal and Thermal Transfer Printers

OUTSTANDING VALUE, ADAPTABLE TO MATCH CHANGING INDUSTRIAL ENVIRONMENTS

INDUSTRIES

Manufacturing

- Work-in-process
- Product ID/Serial Numbers Labeling
- Shipping Labeling
- Receiving/Put-away Labeling

Transportation and Logistics

- Order Picking/Packing
- Cross-docking

Healthcare

- Compliance Labeling
- Specimen labeling

Retail

- Unit-of-use Labeling
- Shelf Labeling
- Returns Labeling
- Item Tags

Government

- Asset Management
- Logistics Labeling

SALES/REFERENCE MATERIALS

The Source:

zebra.gosavo.com

ZT200 Series Product Home:

www.zebra.com/zt200series

Global Services:

www.zebra.com/us/en/services.html

Learning Portal:

learning.zebra.com

Developer Tools:

www.zebra.com/software

For more information on the ZT200 Series, please visit us on the web at:

www.zebra.com

Designed to evolve with a customer's changing business needs and environment, ZT200 Series printers are also Zebra's most affordable industrial printers. Incorporating extensive customer feedback and the learnings from legacy printers, Zebra created the innovative ZT200 Series—including the ZT220™ and ZT230™. Featuring a space-saving design and Zebra's Link-OS® environment, these printers are easy to install, manage and maintain. ENERGY STAR® qualified, they also save users money throughout the lifecycle.

Ideal for a variety of labeling applications, ZT200 Series printers require minimal operator training. Changing supplies is easy with the side-loading design and color-coded cues. And, simple interchangeable connectivity options enable rapid printer changes and upgrades.

FEATURES AND BENEFITS

Great Value with Quality Construction

Built for light industrial and commercial environments, ZT200 Series printers feature a metal frame. Customers can choose between the ZT230, which offers a metal cover for harsher conditions, and the ZT220 with a plastic cover. Zebra's most affordable industrial printers, ZT200 Series printers are competitively priced and ENERGY STAR qualified to save customers money at the time of purchase and throughout the lifecycle.

Innovative and Evolutionary

Unlike the S4M™ printer, which was the predecessor to the ZT200 Series, these printers feature Zebra's Link-OS environment making them engineered to meet emerging business needs. The Link-OS environment, Zebra's industry-leading software platform to support its devices, is an innovative solution that makes Zebra's Link-OS-enabled printers even easier to integrate, manage and maintain from anywhere around the world. Highly flexible, it allows new and creative ways for users to develop applications that interact with these printers—even from mobile devices. Users can perform updates, gather data, connect to the Cloud and make smarter business choices from analytic-driven insights.

Zebra's Asset Visibility Platform (AVP) enables deep, device-level control of assets — capturing the data and providing the analytics that enable enterprise asset intelligence (EAI). Zebra's AVP enables the most comprehensive visibility and managed services in the market.

Simple to Install and Integrate

With multiple connectivity options—including standard USB 2.0 and RS-232 Serial, along with optional Parallel, 10/100 Ethernet and 802.11 a/b/g/n wireless—ZT200 Series printers are easy to change and upgrade. In addition to ZPL® and EPL™ printer languages, Virtual Devices apps allow this Link-OS-enabled printer to support well-known legacy and competitor printer languages for a future-proofed investment. And, icon-based status LEDs provide users with immediate and easily visible printer status information.

Outstanding Print Quality and Speed

ZT200 Series printers produce crisp, clean text and barcodes—even on narrow media. With a fast 6-inches-per-second print speed at both 203 and 300 dpi, ZT200 Series printers consistently deliver faster first label output versus the competition. Optional 300 dpi gives users a high-resolution option at a great value. With significantly more standard Flash and SDRAM memory than the competition, these printers deliver faster processing and response time and store more fonts, formats and graphics.

Intuitive, Effortless Media Loading

ZT200 Series printers are engineered to save space and make media changes a snap. With a bi-fold door and side-loading design, complicated threading of supplies is eliminated. Color-coded cues give even first-time users visual guidance to load ribbon and media. And, illuminated multi-position sensors enable trouble-free sensor-position adjustment.

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COMPETITIVE COMPARISON: AT-A-GLANCE FIGHT SHEET

Zebra's ZT200 Series stacks up strongly against the competition and offers a compelling competitive set including an intuitive user interface, effortless media loading, dramatically higher Flash and SDRAM memory, industry-leading 6-inches-per-second print speed, Unicode™ and resident international font support. Competitively priced and smaller in size than the competition, it is an ideal choice for a wide range of labeling applications.

	Zebra® ZT230	SATO® X-2300ZE	Datamax-O'Neil® by Honeywell® M-Class Mark II (M-4206)	Intermec® by Honeywell PD42	Intermec by Honeywell PD43	TOSHIBA® B-SA4TM	TSC® ME240
FEATURE							
Print Speed	6 ips @203 dpi and 300 dpi	6 ips @203 dpi	6 ips @203 dpi	6 ips @203 dpi 4 ips @ 300 dpi	6 ips @203 dpi 4 ips @ 300 dpi	6 ips @203 dpi and 300 dpi	203 dpi @6 ips 300 dpi @4 ips
Print Resolution	Standard: 203 dpi Optional: 300 dpi	Standard: 203 dpi	Standard: 203 dpi	Standard: 203 dpi Optional: 300 dpi	Standard: 203 dpi Optional: 300 dpi	Standard: 203 dpi Optional: 300 dpi	Standard: 203 dpi Optional: 300 dpi
User Interface	LCD Graphic	2 line 16 character	LCD Graphic	LCD Graphic	LCD Graphic	2 line 16 character	LCD Graphic
Memory	128 MB Flash, 128 MB SDRAM	8 MB Flash, 16MB SDRAM	8 MB Flash, 16 MB DRAM	8 MB Flash, 16 MB SDRAM	8 MB Flash, 16 MB SDRAM	16 MB Flash, 16 MB SDRAM	4 MB Flash 8 MB RAM
Connectivity	Standard: USB 2.0, Serial Optional: Parallel, Ethernet, Wireless	Standard: USB, Serial, Parallel, Ethernet	Standard: USB 2.0, Serial, Parallel Optional: Ethernet, Wireless 802.11 b/g	Standard: USB, Serial, Ethernet Optional: Parallel, Wireless 802.11 b/g	Standard: USB, Serial, Ethernet Optional: Parallel, Wireless 802.11 b/g	Standard: Parallel, USB 2.0, Ethernet Optional: Serial, Wireless	Standard: Serial, USB 2.0 Optional: Ethernet, Parallel, Bluetooth, Wireless 802.11 a/b/g/n
Print Method	Standard: Direct Thermal Optional: Thermal Transfer	Direct Thermal/ Thermal Transfer	Standard: Direct Thermal Optional: Thermal Transfer	Direct Thermal/ Thermal Transfer	Direct Thermal/ Thermal Transfer	Direct Thermal/ Thermal Transfer	Direct Thermal/ Thermal Transfer
Media Sensor	Transmissive and reflective	Transmissive/ Reflective (moveable)	Transmissive and reflective	Transmissive and reflective	Transmissive and reflective	Transmissive and reflective	Transmissive and reflective
Construction	Metal Cabinet	Metal	Metal Cabinet	Metal Cabinet	Metal Cabinet	Metal Cabinet	Metal Cabinet
Ribbon Length	450 M	450 M	450 M	450 M	450 M	450 M	450 M
Dimensions	Length: 17" Width: 9.5" Height: 10.9" Weight: 20.0 lbs	Length: 16.45" Width: 9.84" Height: 10.34" Weight: 24.25 lbs	Length: 18.2" Width: 10.1" Height: 10.2" Weight: 27.0 lbs	Length: 17.8" Width: 10.6" Height: 10.8" Weight: 28.7 lbs	Length: 17.8" Width: 10.6" Height: 10.8" Weight: 28.7 lbs	Length: 15.8" Width: 9.4" Height: 13.1" Weight: 33 lbs	Length: 17.09" Width: 10.2" Height: 11.26" Weight: 24 lbs
Mac OS X Support	Yes via CUPS driver	No	No	No	No	No	Driver must be installed
EPL™ or ZPL® Emulation	Native	Yes, ZPL	Yes	Yes	Yes	Yes	Yes
Global Printing Solutions	Unicode	No	Unicode	Unicode	Unicode	No	Unicode
Resident International Fonts	Yes	Yes	Yes	No	No	No	Yes

Note: The above chart is based on publicly available information.

Zebra is not affiliated with SATO, Datamax-O'Neil, Honeywell, Intermec, TOSHIBA or TSC.

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OVERCOMING OBJECTIONS

Why doesn't the ZT200 come standard with Ethernet/Parallel connection options?

The ZT200 Series comes standard with the most common connection options including USB 2.0 and RS-232 Serial ports. For customers looking for alternate connectivity, Zebra offers optional field-installable internal wireless 802.11 a/b/g/n, an internal or external Ethernet 10/100 Print Server, as well as an internal Centronics® Parallel port.

Why should I buy a ZT220 printer when I can get a Zebra desktop printer with similar features for less money?

The ZT220 printer is designed for higher-volume, industrial and commercial applications. All of Zebra's printers are built to last, but the ZT220 is engineered for higher label throughput and harsher environments than a desktop printer.

The ZT200 is more expensive than some comparable printers. Why?

The ZT200 is very competitively priced. In many cases the list price is less than the competition. If the competition is lower priced, it is likely because their printer has fewer features and/or options.

Zebra is also known for its quality, product breadth and global business presence. Many customers will be replacing an existing Zebra printer with the ZT200, which will integrate seamlessly into their existing infrastructure (see EPL note above). And, the ZT200 is engineered for ease of use. Loading media or performing printer maintenance is simple—much easier than on Zebra's legacy S4M™ and much of the competition.

What is the benefit of investing in an industrial ZT200 Series printer versus a desktop printer?

While Zebra's performance desktop printers—such as the G-Series™ GX and ZD500™—offer many of the same capabilities as the ZT200 Series, the ZT220 and ZT230 feature a more durable, metal construction designed for demanding, industrial environments. And, these industrial printers offer users a higher duty cycle—up to two 8-inch OD rolls per day—for increased productivity.

	Zebra ZT220	TSC TTP-244M	Intermec by Honeywell PD41	Argox® a SATO Company F1
FEATURE				
Print Speed	6 ips @203 dpi and 300 dpi	4 ips @203 dpi 2 ips @300 dpi	6 ips @203 dpi 4 ips @ 300 dpi	6 ips @203 dpi
Print Resolution	Standard: 203 dpi Optional: 300 dpi	Standard: 203 dpi Optional: 300 dpi	Standard: 203 dpi Optional: 300 dpi	Standard 203 dpi
User Interface	LED with Simple Keypad	Two-line 16-character LCD	LED with Simple Keypad	Two-line 16-character LCD
Memory	128 MB Flash, 128 MB SDRAM	4 MB Flash, 8 MB SDRAM	8 MB Flash, 16 MB SDRAM	4 MB Flash, 8MB SDRAM
Connectivity	Standard: USB, Serial Optional: Parallel, Ethernet, Wireless	Standard: USB, Serial, Parallel	Standard: USB, Serial, Ethernet Optional: Parallel, Wireless 802.11 b/g	Standard: USB, Serial, Parallel
Print Method	Standard: Direct Thermal Optional: Thermal Transfer	Direct Thermal/Thermal Transfer	Direct Thermal/Thermal Transfer	Direct Thermal/Thermal Transfer
Media Sensor	Transmissive and reflective	Transmissive and reflective	Transmissive and reflective	Transmissive and reflective
Construction	Plastic	Metal	Metal Cabinet	Plastic
Ribbon Length	300 M	300 M	450 M	360 M
Dimensions	Length: 17" Width: 9.4" Height: 11" Weight: 17.0 lbs	Length: 14.2" Width: 11.6" Height: 8.7" Weight: 19.2 lbs	Length: 17.8" Width: 10.6" Height: 10.8" Weight: 28.7 lbs	Length: 12.16" Width: 15.35" Height: 10.0" Weight: 16.5 lbs
Mac OS X Support	Yes via CUPS driver	Driver must be installed	No	No
EPL™ or ZPL® Emulation	Native	No	Yes	No
Global Printing Solutions	Unicode	Unicode	Unicode	No
Resident International Fonts	Yes	Yes	No	Yes

Note: The above chart is based on publicly available information. Zebra is not affiliated with TSC, Honeywell, Intermec, Argox or SATO.

ZEBRA® GLOBAL SERVICES

SERVICE	ENTITLEMENTS
Zebra OneCare™ Essential	<ul style="list-style-type: none"> Multiple years of seamless coverage at a cost-effective price Comprehensive coverage, including printheads, normal wear and accidental breakage 8x5 Level 1 Tech/Call Support Depot repair with 3-day in-house turnaround time Next-Business-Day (NBD) repair turnaround time option Rights to download and use software updates and upgrades Access to user assessment/access to training Online Return Material Authorization (RMA) support
Zebra OneCare Select	<i>Includes all Zebra OneCare Essential coverage, plus:</i> <ul style="list-style-type: none"> Same day advance device replacement Overnight shipping (where available) 24x7 Level 1 Tech/Call Support
Install & Configure Assist	<i>Enables Rapid, Optimized Printer Deployment</i> <ul style="list-style-type: none"> Direct, dedicated Zebra call support with highest call priority Engineered deployment process managed by Zebra specialists Expertly led guided tool use via Zebra printer setup tools

Notes:

- Must purchase up front with the hardware (pre-paid) or within 30 days thereafter.
- Services and service availability may vary by region.
- Please refer to [The Source](#) for the most up-to-date information, including global pricing and additional available service options.

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Why customers should upgrade from an S4M to a ZT200 Series Printer

The S4M has reached its end-of-service life. Customers looking for a replacement will find the ZT200 Series offers better features, is easier to use and provides enhanced print quality.

Key improvements include:

- Industry-leading Link-OS environment engineered for the future
- Optimum print quality via new print mechanism with no ribbon wrinkle
- Trouble-free, side-loading supplies
- Simplified, color-coded media path
- Easy-to-use icon-based, structured menu system
- Graphic display for localized languages
- Simplified Chinese interface for China market
- Sealed buttons for easy cleaning
- Single purpose buttons
- Smaller, space-saving design with bi-fold door
- Simple card swap to change connectivity options
- Tool less platen and printhead replacement
- Thermal management engineering eliminates cooling fans to reduce dirt inside printer
- Easier printhead pressure adjustment

GENUINE ZEBRA™ SUPPLIES

Ensure consistent print quality, reduce downtime and increase productivity in your printing process with Genuine Zebra supplies. We manufacture each supplies product with the exact same materials every time so you always get crisp, readable and scannable output without needing to adjust the printer darkness setting between rolls.

COMPARING KEY DIFFERENCES BETWEEN THE S4M AND ZT230:

	S4M	ZT230
FEATURE		
Memory	4 MB Flash, 8 MB DRAM	128 MB on-board linear Flash memory, 128 MB SDRAM memory
Standard Connectivity	Parallel, USB 1.1 and RS-232 Serial ports	USB 2.0 and RS-232 Serial ports
Internal Field-installable Connectivity Options	None; External option: ZebraNet® 10/100 Print Server	ZebraNet a/b/g/n Print Server, ZebraNet 10/100 Print Server, Centronics Parallel port
User Display	Two-line, character-based LCD control panel	Icon-based LCD multilingual graphical user interface and full function keypad
Physical Construction	Width: 10.7"/272 mm Height: 11.6"/295 mm Depth: 18.8"/477 mm Weight: 27.2 lbs/12.4 kg	Width: 9.5"/242 mm Height: 10.9"/277 mm Depth: 17"/432 mm Weight: 20 lbs/9.1 kg
Bi-fold Door	No	Yes
Ribbon Loading and Removal	Cantilevered printhead system requires two hands to load ribbon; core to spindle ribbon system	Side-loading supplies path enables easy media and ribbon loading and eliminates ribbon wrinkle; core to core ribbon system simplifies used ribbon removal
Software Tools	ZebraLink™	Link-OS
Drive System	Belt-driven spur gear	Direct drive helical gear eliminates belt failure and decreases potential for gear lash to improve print quality
Platen Roller	Platen roller system requires tools to remove	Tool-less platen roller system enables simple cleaning, removal and replacement
Printhead Adjustment	Stepped pressure adjustment	Continuous pressure adjustment offers finer adjustment

THE ZT200 SERIES OFFERS TWO MODELS — THE ZT220 AND THE ZT230.

Compare the features to see which printer best suits your needs.



ZT230	ZT220
S4M replacement that easily integrates into your environment	Zebra's most affordable industrial printer
Rugged all-metal case for long-lasting use	Durable high-impact polymer case for long-lasting use
450 m/1476' ribbon capacity for increased uptime and fewer ribbon changes	300 m/984' ribbon capacity
Graphical LCD user interface for easy printer setup and control	Simple, single-use three-button user interface
Ideally suited for barcode labeling applications requiring more frequent format or printer setting changes through use of the intuitive user interface	Ideally suited for barcode labeling applications where minimal format or printer setting changes are required



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