

OVERVIEW

Zebra® ZD230™ Desktop Printer*

Give your customers more: extra features and connectivity, quality construction and exceptional value. Many basic printers include cheaper components that can't stand up to demanding duty cycles, creating downtime for repairs, and often require replacement after only a short period of use.

Give them the exception. Zebra's ZD230* desktop printer delivers reliable operation with extra features—all at an affordable price, both at the point of purchase and across the entire lifecycle.



Features & Benefits

Top 3 Customer Messages

1 Quality and reliability you depend on

- Engineered with Zebra quality, the ZD230 is built to last for years
- Dual-wall construction adds durability to handle demanding duty cycles.

2 Speedy integration to get printing quickly

- Simple to install and begin printing
- Replace legacy printers using ZPL, EPL or non-Zebra command languages with ease
- Expedite media changes with Zebra's OpenACCESS™ clamshell design

3 Basic features + simple operation

- Get extra features you need to keep your workflows moving, including producing 4-inch labels quickly at up to 6" per second
- Operate with ease and see printer status at a glance with a single LED indicator and single button for feed/pause
- Choose from direct thermal or thermal transfer models
- ENERGY STAR® qualified to reduce your operational expenses

Additional Differentiating New Features

300 M ribbon capacity

- Lengthen time between media changes with a 300 M ribbon roll capacity

More connectivity options

- Choose from USB, Ethernet, Wi-Fi and Bluetooth® connectivity options for universal interoperability

New operating system

- A core set of Print DNA software applications, powered by Link-OS Basic, deliver a cost-effective and dependable print experience—both today and for years to come

More media-handling options

- And add an optional factory-installed peeler or cutter to make media handling faster and easier

Industry Applications

Light Manufacturing

- Product labeling
- Asset management
- Inventory management
- Work-in-process tracking

Transportation & Logistics

- Shipping labels
- Cross docking

Retail

- Price labeling
- Receipt printing

Healthcare

- Patient identification

Competitive Highlights

Following are the top competitive selling points for the four major competitive products.

Note that the complete detailed and most current competitive information is located in the Competitive Portal.

Sato OS-2140DZ / OS-214plus



Slower print speed. The OS-2140DZ has a print speed of 4" per second, while Zebra beats that with a fast 6" per second.

Less ribbon flexibility. The ZD230 can accommodate both a 74 M (244') and 300 M (984') ribbon roll, giving greater flexibility and time between media changes.

Fewer connectivity options. The OS-2140DZ doesn't offer Wi-Fi or Bluetooth. The ZD230 offers USB, Ethernet, Wi-Fi and Bluetooth.

Doesn't emulate printer languages. SATO doesn't emulate ZPL or EPL. The ZD230 includes both, as well as other non-Zebra command languages, so it can emulate competitor languages to easily replace them.

Limited printer management. The ZD230 features a core set of Print DNA software applications, powered by Link-OS Basic, to deliver a cost-effective and dependable print experience.

SNBC BTP-L42II



Slower print speed. The BTP-L42II has a print speed of 4" per second, while Zebra beats that with a fast 6" per second.

Less ribbon flexibility. The BTP-L42II can only accommodate a 91 M ribbon. The ZD230 gives users the flexibility to switch between a 74 M (244') and 300 M (984') ribbon roll.

Fewer media handling options. No media handling options exist on the BTP-L42II. Add an optional factory-installed cutter or peeler on the ZD230.

Limited printer management. The ZD230 features a core set of Print DNA software applications, powered by Link-OS Basic, to deliver a cost-effective and dependable print experience.

Honeywell PC42



Slower print speed. The PC42 has a print speed of 4" per second, while Zebra beats that with a fast 6" per second.

Less ribbon flexibility. With the PC42, users have to pick a ribbon role size based on model type. The ZD230 gives users both options of a 74 M or a 300 M ribbon roll capacity in one printer.

Limited printer management. The ZD230 features a core set of Print DNA software applications, powered by Link-OS Basic, to deliver a cost-effective and dependable print experience.

TSC TE200



Fewer connectivity options. The TE200 doesn't offer Ethernet. The ZD230 offers USB, Ethernet, Wi-Fi and Bluetooth.

Fewer media handling options. The TE200 only offers a tear option, while the ZD230 offers an optional factory-installed cutter or peeler.

No global support. Based in China, TSC does not have a worldwide presence. Access support quickly anywhere around the globe through Zebra's trusted network of more than 10,000 partners.

Limited printer management. The ZD230 features a core set of Print DNA software applications, powered by Link-OS Basic, to deliver a cost-effective and dependable print experience.

NOTE: The information in this chart is obtained from publicly available information and could change over time. *Not available in all regions.

Qualifying Questions

Q Are you replacing printers more frequently than you'd like?

A Many value printers include cheaper components that can't stand up to demanding duty cycles, creating downtime for repairs, and often require replacement after only a short period of use. The ZD230 desktop printer is engineered with Zebra quality. Components like a dual-wall construction – not often found on a value printer – give it the strength to perform for years.

Q Is your budget printer actually costing you a bundle?

A A low purchase price doesn't always save you money. You need value at the point of purchase, and for it to extend across the lifetime of your printer. Priced just right to match your budget, the ZD230 also saves you money throughout its lifecycle. It is ENERGY STAR® qualified to reduce your operational expenses, and quality built to outlast the competition. Pair with an affordable service plan to avoid costly repairs and prolonged downtime. Further ensure consistent, optimized performance of your Zebra printer by using Zebra Certified Supplies.

Q Do you need a simple printer that is easy to operate?

A Training staff how to use new equipment takes time and is costly. Eliminate it. The ZD230 is intuitive to use and simple to operate. It features a single LED indicator and single button for feed/pause so your team can quickly identify printer status at a glance. Media is fast and easy to change with the OpenACCESS clamshell design.

Q Are you looking for more features and advanced connectivity options in your value printer?

A Get more with the ZD230. Keep your operations moving with faster print speeds at up to 6" per second. Multiple connectivity options including USB, Ethernet, Wi-Fi and Bluetooth allow for universal interoperability. And, keep printing longer with the 300 M ribbon capacity.

Sales/Reference Materials

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

ZD230 Product Page:
www.zebra.com/zd200

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

Services:
www.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. Standard and custom label supplies provide a recurring revenue stream, as well as an opportunity to continually connect with your customers.

Accessories:

- Choose from direct thermal or thermal transfer models
- Add an optional factory-installed peeler or cutter
- Choose from multiple, factory-installed connectivity options including: USB and Ethernet, USB and Bluetooth 4.1 or USB 802.11ac Wi-Fi and Bluetooth 4.1

Objection Handling

Operations Manager: Non-Zebra Customer	Operations Manager: Zebra Customer	Technology Decision Maker: Purchasing
<p>“My current printers are less expensive, and I don’t want to have to deal with the problems that come with replacing and reconfiguring printers and training my staff.”</p>	<p>“My Zebra printers are still running fine. Why would I replace them?”</p>	<p>“Our budget is tight. Price is important. Tell me why I should invest in a Zebra printer.”</p>
<p>Response:</p> <p>A cheaper purchase price doesn’t always save you money. The ZD230 is quality built and can easily integrate.</p> <ul style="list-style-type: none"> • Engineered with Zebra quality components including a dual-wall construction and all-metal printhead, it is built to outlast the competition • Gives you more features than similar printers, including 6” per second print speed, multiple connectivity options and 300 M ribbon capacity • Emulates other command languages for easy integration and replacement of other printer brands 	<p>Response:</p> <p>When the time is right, Zebra is ready. Technology is always advancing. The ZD230 gives you more features and it includes Zebra Print DNA, powered by Link-OS Basic.</p> <ul style="list-style-type: none"> • Features a core set of Print DNA software applications, powered by Link-OS Basic, to deliver a cost-effective and dependable print experience • Offers more features than similar printers, including 6” per second print speed, multiple connectivity options and 300 M ribbon capacity 	<p>Response:</p> <p>The ZD230 desktop printer is built to last and save you money throughout the printer’s lifecycle, reducing total cost of ownership.</p> <ul style="list-style-type: none"> • Value-priced to match your budget • ENERGY STAR® qualified to reduce your operational expenses • Quality built to outlast the competition

Whats in the Box?

In addition to the printer, also included are: power supply, power cord and USB cable

Services

Keep your customers’ printers operating at peak performance and enable their critical business operations with **Zebra OneCare Support Services**, which help eliminate unexpected repair costs, maximize device uptime, and generate more revenue and margin on your printer sales.



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