

## OVERVIEW

# Zebra ZD421 Advanced 4-Inch Desktop Printers

Elevate your customers' expectations: the advanced desktop printer that delivers the right features, flexibility, reliability and security. Building on the legacy of the GK Series and ZD420, the ZD421 printers offer quality performance, next-generation technology, added capabilities and security for years of use. It's easy to setup, operate, manage and maintain—onsite or remotely—with Zebra's exclusive Print DNA software suite.



## Features & Benefits

### Top 3 Customer Messages

#### 1 The right features with forward-flexibility

- Crisp print quality and optional 300 dpi print resolution
- Field-installable connectivity and media handling options, including wireless
- Innovative new architecture to power expanding capabilities
- Five-status, LED icon display
- Advanced three-button user interface
- Optional battery and carrying case
- Supports EPL and ZPL, and can emulate other printer brand languages
- Durable construction

#### 2 Multiple models to support a wide range of use cases

- Healthcare model with medical-grade power supply, sealed-button interface and UV-resistant, disinfectant-ready plastics
- Ribbon cartridge models—thermal transfer and thermal transfer healthcare —make ribbon loading fast, easy and fool-proof
- Thermal transfer (ribbon roll) model supports 74 m/243 ft. or high-capacity 300 m/984 ft. ribbon rolls
- Direct thermal model doesn't require ink, toner or ribbon

#### 3 Built-in software suite, including unparalleled security

- Printer Profile Manger 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

#### Ribbon Cartridge model for groundbreaking ease of use

- Load ribbon in a snap with fool-proof, one way, first-time every-time, instant loading; smart chip in the ribbon indicates when it needs replacing

#### New architecture to power tomorrow's technology

- Innovative new architecture drives future printing capabilities and is 30% more powerful than the ZD420, and nearly 700% faster than the GK Series

## What's New

#### Features not available on the legacy GK-Series:

Print DNA software suite, PrintSecure printer security, powerful architecture, field-upgradeable connectivity and media handling options—including wireless, battery, faster print speed, 300 dpi option, 3-button, 5-status icon interface, moveable media sensor, more memory, larger ribbon roll capacity and ribbon cartridge, cutter option, printer language emulations, PDF Direct, 2-year warranty.

#### Features not available on the legacy ZD420 Series:

Powerful architecture, field-upgradeable wireless kit, peeler and cutter optimized for small 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.

<b>Honeywell</b> <b>E-4205A</b>	<b>TSC</b> <b>TTP-247/TDP-247</b>	<b>TSC</b> <b>TE210/DA220</b>	<b>SATO</b> <b>WS408</b>	<b>GoDex</b> <b>G500 / DT4xW</b>
				
<p><b>Light in Printer Management Options</b> Zebra offers superior printer management capabilities through Print DNA including Printer Profile Manager Enterprise and managed visibility services. Only Zebra offers remote management of printhead and battery diagnostics to reduce unplanned downtime.</p> <p><b>Inferior Display</b> The ZD421 includes five LED icons to see status at a glance and an advanced three-button interface, while the E-4205A has two status LEDs and a single-button interface.</p> <p><b>No Ribbon Cartridge Model</b> The ZD421 Series offers the only ribbon cartridge for instant, fool-proof, first-time, every-time media loading.</p> <p><b>No Healthcare Model</b> The ZD421 Series includes a model specifically designed for healthcare.</p> <p><b>Lesser Wireless Option</b> The ZD421 offers the latest 802.11ac as a field-installable kit versus the E-4205A's 802.11 a/b/g.</p>	<p><b>Light in Printer Management Options</b> Zebra offers superior printer management capabilities through Print DNA. Only Zebra offers remote management of printhead and battery diagnostics.</p> <p><b>Inferior Display</b> The ZD421 includes five LED icons to see status at a glance and an advanced three-button interface, while the TTP/TDP-247 has one status LED and a single-button interface.</p> <p><b>No Battery Portability</b> Add portability with the ZD421's removable desktop battery power option.</p> <p><b>Limited Media Options</b> The ZD421 lets users choose virtually any media.</p> <p><b>No Ribbon Cartridge Model</b> The ZD421 Series offers the only ribbon cartridge for first-time, every-time media loading.</p> <p><b>No Wireless Options</b> The ZD421 offers the latest 802.11ac + Bluetooth 4.1 as a field-installable kit.</p>	<p><b>Light in Printer Management Options</b> Zebra offers superior printer management capabilities through Print DNA. Only Zebra offers remote management of printhead and battery diagnostics.</p> <p><b>Inferior Display</b> The ZD421 includes five LED icons to see status at a glance, while the TE210/DA220 have one status LED and a single-button interface.</p> <p><b>No Battery Portability</b> Add portability with the ZD421's removable desktop battery power option.</p> <p><b>Limited Media Options</b> The ZD421 lets users choose virtually any media.</p> <p><b>No Ribbon Cartridge or Healthcare Models</b> The ZD421 Series offers both ribbon cartridge and healthcare models.</p> <p><b>No Field-Upgradeable Options</b> The ZD421 offers the latest 802.11ac + Bluetooth 4.1 as a field-installable kit.</p>	<p><b>Light in Printer Management Options</b> Light in management options. Zebra offers superior printer management capabilities through Print DNA. Only Zebra offers remote management of printhead and battery diagnostics.</p> <p><b>Inferior Display</b> The ZD421 includes five LED icons to see status at a glance and an advanced three-button interface, while the WS408 has two status LEDs and a single-button interface.</p> <p><b>No Battery Portability</b> Add portability with the ZD421's removable desktop battery power option to print labels on the spot.</p> <p><b>Limited Media Options</b> The ZD421 lets users choose virtually any media for greater flexibility.</p> <p><b>No Ribbon Cartridge or Healthcare Models</b> The ZD421 Series offers both ribbon cartridge and healthcare models.</p>	<p><b>Light in Printer Management Options</b> Light in management options. Zebra offers superior printer management capabilities through Print DNA. Only Zebra offers remote management of printhead and battery diagnostics.</p> <p><b>Inferior Display</b> The ZD421 includes five LED icons to see status at a glance and an advanced three-button interface, while the G500 and DT4xW have one status LED and a single-button interface.</p> <p><b>Limited Media Options</b> The ZD421 lets users choose virtually any media for greater flexibility.</p> <p><b>No Battery Portability</b> Add portability with the ZD421's removable desktop battery power option.</p> <p><b>No Ribbon Cartridge or Healthcare Models</b> The ZD421 Series offers both ribbon cartridge and healthcare models.</p>

NOTE: The information in this chart is obtained from publicly available information and could change over time.

## Qualifying Questions

**Q How long do you need to keep your printers in service? 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 ZD421 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 advanced printing—and a great 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** Remove the hassle. 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. If you're looking to adopt Managed Print Services (MPS), the ZD421 Series with Print DNA makes it an easy, obvious choice. 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 yourself 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 for fast, simple media options that free your team for a higher purpose?**

**A** Our ribbon cartridge model is the easiest printer to use in its class and the only thermal printer to offer a ribbon cartridge that takes just a few seconds to load. All models include color-coded touch points to guide you through media-handling tasks. Our thermal transfer ribbon roll model offers intelligent dual-ribbon handling to accept either 74 m/244 ft. or high-capacity 300 m/984 ft. ribbons.

## Sales/Reference Materials

**The Source (for internal Zebra only):**  
[zebra.gosavo.com](http://zebra.gosavo.com)

**ZD421 Series Product Pages:**  
[www.zebra.com/zd421](http://www.zebra.com/zd421)  
[www.zebra.com/zd421-healthcare](http://www.zebra.com/zd421-healthcare)

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

**Services:**  
[zebra.com/zebraonecare](http://zebra.com/zebraonecare)

**Support Pages:**  
[www.zebra.com/support](http://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.

### Options & Accessories

Offer your customers purpose-built options and accessories that add functionality—and increase your sales, including:

- 802.11ac Wi-Fi and Bluetooth 4.1 dual radio (factory- or field-installed option)
- 10/100 Ethernet (factory- or field-installed option)
- RS-232 Serial (field-installable option)
- Cutter or dispenser/peeler media handling options
- Battery and carrying case for transportability
- Keyboard Display Unit
- Mounting plate
- Enclosed power supply

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

# Objection Handling

Operations Manager: Non-Zebra Customer	Operations Manager: Zebra Customer	Technology Decision Maker: Purchasing
<b>“My current printers are working well enough—why would I replace perfectly good printers if I don’t have to?”</b>	<b>“We’re not using Zebra printers today—why would I buy a different brand?”</b>	<b>“I need concrete proof that a new printer purchase is justified, especially compared to competitive products.”</b>
<b>Response:</b>	<b>Response:</b>	<b>Response:</b>
<p>Your older printer likely lacks the technology required to stay competitive and secure your data. The latest features will allow users to work smarter, lessen the burdens on IT and protect you from costly IoT attacks.</p> <ul style="list-style-type: none"> <li>• Easily integrate, manage and secure your printers—onsite or remotely</li> <li>• Deploy the ZD421 into your existing printer fleet with confidence as it supports EPL and ZPL as well as emulating other printer languages</li> <li>• See printer status at a glance</li> <li>• Innovative architecture to powers future technologies</li> <li>• Add portability with the removable desktop battery power option</li> <li>• Secure your printers from attacks and downtime with Zebra’s PrintSecure</li> <li>• Add features when you need them with field-upgradeable options</li> </ul>	<p>Not all printers are created equally. With Zebra, you’re free from picking and choosing between performance, reliability or security.</p> <ul style="list-style-type: none"> <li>• You can deploy it with your existing printer fleet as it supports EPL and ZPL as well as emulating other printer languages</li> <li>• It has just the right features you need, along with the quality construction and forward-flexibility to advance with technology and perform for years</li> <li>• It is easy to setup, operate, manage, maintain and secure—onsite or remotely—with our exclusive performance-enhancing Print DNA software suite</li> <li>• The ZD421 Series offers thermal transfer, direct thermal, healthcare and ribbon cartridge models to meet nearly every use case across industries</li> <li>• It’s backed by a two-year warranty</li> <li>• You have access to flexible OneCare Maintenance plans and a global network of support</li> </ul>	<p>Class-leading ZD421 printers are the ultimate, future-ready investment.</p> <ul style="list-style-type: none"> <li>• Simple integration, operation, management and maintenance—onsite or remotely</li> <li>• Innovative new architecture that powers future technologies and printing capabilities</li> <li>• Unmatched security</li> <li>• Optional 300 dpi print resolution</li> <li>• Five LED icons show status at a glance and the advanced three-button user interface offers added functionality and control</li> <li>• Field-installable wireless kit</li> <li>• Optional battery power for portability</li> <li>• Intelligent dual-ribbon handling</li> <li>• Healthcare model with medical-grade power supply and disinfectant-ready plastics</li> </ul>

## 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. As their trusted advisor, you can add to your portfolio of services and increase your revenue and margins, while providing real value. And if your customers need deeper insight into their printer activity, optional VisibilityIQ™ Foresight for Print DNA networked printers provides total inventory view, printer operational status (utilized, un-utilized or out of contact), smart battery data, and detailed view at the individual printer level. Keeping your technology running, while you run your business.



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