

## OVERVIEW

# Zebra™ ZT400 Series Industrial Printer

The ZT400 Series offers industry-leading versatility, reliability and performance to meet your customer's industrial printing needs. See printer status at a glance and change settings quickly with the standard 4.3-inch full-color touch display. Available in three print resolutions and two print widths—and offering field-upgradeable RFID encoding options for either general purpose UHF RFID tags or thicker, on-metal tags—the ZT400 Series addresses a broad array of applications. Simplify deploying and managing these printers with Zebra's Print DNA™ suite of applications, utilities and developer tools.



## Features & Benefits

### TOP 3 CUSTOMER MESSAGES

#### 1 Easy to use—increases printer uptime and decreases training requirements

- Standard 4.3-inch full-color touch display with color-coded alerts makes it easy to maintain the printer and keep it running
- Simple side-loading supplies path
- Lighted media path: the path to thread the ribbon is lit up, making it as easy and as intuitive as possible to change the ribbon
- Print DNA menu system offers common end user experience across other Zebra Print DNA printers

#### 2 Flexibility with field-installable media handling and communications options

- As your environment or applications change, you don't have to change the printer—simply purchase what is needed and install in minutes (such as a peeler or a cutter)
- Easily add RFID capabilities in the field for greater tracking abilities
- Two open media slots allow you to add Parallel, Ethernet, applicator interface cards and more
- Robust processing power and memory mean the ZT400 can support firmware upgrades and new Print DNA tools

#### 3 Print DNA for better management and security

- Unique value-add tools maximize the value of the ZT400 Series
- Enables integration with remote mobile device management solutions for superior printer management, including Cloud Connect, connectors for AirWatch and SOTI®, Zebra's Printer Profile Manager Enterprise and more
- PrintSecure can block unwanted access and ensure data and infrastructure are protected

### ADDITIONAL DIFFERENTIATING FEATURES

#### Latest wireless options

- Optional dual-band wireless card with 802.11ac Wi-Fi and Bluetooth 4.1, for blazing fast and reliable wireless connections

#### Printhead Element Out Detection

- Ensure consistent, quality printing with printhead element out detection alerts, notifying users remotely and via the color touch display when a printhead needs replacing

#### Bi-fold door for increased ease of use

- You no longer need to install in an area where there is room for a full door swing, making it easy to install in smaller spaces, such as a shelf

#### Easy upgrade from legacy printer

- EPL, ZPL and Printer Emulations for easy migration from Zebra and third-party printers

## What's New

#### Large color touch display

The ZT400 Series now comes standard with a 4.3-inch, full-color touch display with an intuitive, icon-based user interface. Users can see printer status at a glance, including color-coded alerts, and manage settings quickly, including a customizable favorite settings list.

#### RFID On-metal Tagging Solution

Print and Encode RFID Labels for metal asset tracking with Zebra's factory- or field-installable RFID On-metal Tagging Solution.\*

#### Dual USB Host ports

The ZT400 Series is configured with two USB Host ports. For some customers, this simplifies data entry since they can simultaneously connect a scanner and keyboard—there's no need to plug and unplug peripherals.

## Applications

#### Manufacturing

- Work-in-process
- Product ID/serial numbers
- Package labeling
- Receiving/put-away labeling
- Item-level/asset tagging (RFID)

#### Transportation and Logistics

- Order picking/packing
- Shipping/receiving
- Cross-docking
- Compliance labeling
- Pallet/asset tracking (RFID)

#### Retail

- Distribution centers
- Back-of-store operations
- Item-level tagging (RFID)

#### Healthcare

- Lab/pharmacy labeling

\*ZT411 only (not available on the 600 dpi model)

## Competitive Highlights

Following are the top competitive selling points for the four major competitive products. Note that complete detailed and most current competitive information, as well as comparisons on other competitive models, is located in the Competitive Intelligence Portal and the ZT400 Series Selling Guide.

### SATO CL4NX Plus



**Harder to operate.** The CL4NX Plus has a full color interactive LCD screen, versus the ZT400 Series' 4.3-inch full-color touch display. And, it's more difficult to load media with the CL4NX Plus.

**Light in printer management and developer tools.** Zebra offers superior printer management capabilities through Print DNA—including Printer Profile Manager Enterprise and managed Visibility Services. Printer Profile Manager monitors over 300 printer settings to provide deep insight into printer status. SATO does not offer toolsets for developers that compare with Zebra's MultiPlatform SDK.

### Intermec PM45



**Less RAM and Flash memory.** The ZT400 Series can support more stored forms and fonts and has the memory capacity to grow with future applications.

**Fewer programming languages.** The ZT400 Series supports more programming languages for an easier, lower cost migration. Intermec may be tied to older versions of firmware.

**Harder to operate and maintain.** The PM45 lacks a built-in help feature. And the ZT400 Series has lighted media and ribbon paths that make it easier to change the supplies.

**Inferior RFID capabilities** The PM45 doesn't offer an RFID metal asset-tagging solution.

### cab SQUIX



**Harder to operate and maintain.** The cab SQUIX has no NFC connectivity, forcing users to watch support videos on the printer display. In addition, the ZT400 Series has lighted media and ribbon paths that make it easier to change supplies.

**Durable construction for use in harsh environments.** The cab SQUIX is constructed with a clear plastic cover. ZT400 Series printers are built to endure with an all-metal frame and bi-fold metal media cover.

**Slower print speeds @ 203 dpi.** Maximum print speeds @ 203 dpi are 10 ips for SQUIX and 14 ips for ZT400.

**Light in printer management and developer tools.** Zebra offers superior printer management capabilities through Print DNA—including Printer Profile Manager Enterprise and managed Visibility Services. Printer Profile Manager monitors over 300 printer settings to provide deep insight into printer status. And cab SQUIX does not offer toolsets for developers that compares with Zebra's MultiPlatform SDK.

**No RFID option.** The cab SQUIX is less versatile—it does not offer an RFID option.

### TSC MH241



**Harder to operate.** TSC MH241 lacks NFC connectivity and a built-in help feature. The ZT400 Series has lighted media and ribbon paths that make it easier to change the supplies.

**Light in printer management and developer tools.** Zebra offers superior printer management capabilities through Print DNA—including Printer Profile Manager Enterprise and managed Visibility Services. Printer Profile Manager monitors over 300 printer settings to provide deep insight into printer status. TSC does not offer toolsets for developers that compare with Zebra's MultiPlatform SDK.

**No RFID option.** The TSC MH241 is less versatile—it does not offer an RFID option.

NOTE: The information in this chart is obtained from publicly available information.

## Qualifying Questions

**Q Do you have high turn-over or role shifting of the printer operators responsible for printer media loading?**

**A** The side-loading print mechanism of the ZT400 Series makes it extremely easy to load the ribbon and labels. In fact, Zebra estimates is that it is 2 to 3 times faster and much easier to learn than other printers—enabling your printers to be operational in no time. Plus color-coded media and ribbon paths and interior printer lighting help guide the user on how to thread the media and ribbon for a simpler, more intuitive experience.

**Q Are you looking to invest in a printing solution that can evolve with your business?**

**A** The ZT400 Series has been designed to grow with your changing business needs. You can customize the ZT400 with a range of media handling options that can be installed in minutes. Two open media slots let you add Parallel, Ethernet, applicator interface cards and more. and more. Easily add RFID capabilities in the field to gain greater tracking abilities and deeper visibility. Add Zebra's RFID On-metal Tagging Solution\* to print and encode RFID labels for metal asset tracking. And the open architecture, robust processing power and memory can support firmware upgrades and new Print DNA tools for years to come.

**Q Does your IT organization spend a lot of unproductive time supporting your industrial printers?**

**A** The ZT400 Series includes Zebra's Print DNA suite of applications, utilities and developer tools all to provide significantly more remote printer administration, monitoring and management capabilities. Your IT organization can be more effective and efficient, reducing the average time it takes to resolve printer issues and perform device administrative tasks. Your IT team can spend more time addressing critical business topics rather than addressing printer issues and administration, increasing maximum operational uptime.

\*ZT411 only (not available on the 600 dpi model)

## Sales/Reference Materials

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

**ZT400 Series Product Page:**  
[www.zebra.com/zt400](http://www.zebra.com/zt400)

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

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

We offer the widest selection of in-stock RFID labels and tags for general purpose, advanced and specialty use applications, in a variety of sizes and materials, using inlays from leading manufacturers. For our On-metal RFID Tagging Solution, we offer four types of Confidex Silverline labels to support any size and application.

### Top options/accessories:

- Advanced RFID encoding capabilities that are easy to install in the field
- Factory- or field- installable On-metal Tagging Solution\* for metal asset tracking
- Field-installable cutter or full roll rewind/peeler
- Two open communication slots for fast and easy addition of connectivity options

# Objection Handling

Operations Manager: Non-Zebra Customer	Operations Manager: Zebra Customer	Technology Decision Maker: Purchasing
<p>“My current printers work well enough—I don’t want to deal with the headaches and complexities of upgrading, replacing or reconfiguring my existing systems.”</p>	<p>“My Zebra printers are still going strong after many years of rugged use. Why would I replace perfectly good machines if I don’t have to?”</p>	<p>“I need concrete proof that a new printer purchase is justified, especially compared to competitive products.”</p>
<p><b>RESPONSE:</b></p>	<p><b>RESPONSE:</b></p>	<p><b>RESPONSE:</b></p>
<p>“Well enough” is fine—until it isn’t. The last thing you need is a printer issue holding up critical operations.</p> <ul style="list-style-type: none"> <li>• Proven 24/7 reliability even in the harshest conditions</li> <li>• Simple installation—Printer Emulations emulates non-Zebra printers providing support for existing templates and more</li> <li>• Make work faster and easier with a 4.3-inch full-color touch display with an intuitive interface to see printer status at a glance, make quick settings changes and create custom shortcuts</li> <li>• Just about every connectivity option available, including 802.11ac, Bluetooth 4.1, USB, Ethernet, an applicator interface and more</li> <li>• Print DNA gives you access to Zebra’s suite of management, development and productivity tools</li> </ul>	<p>The ZT400 builds on the legacy of the reliable and popular Z Series, adding important features that will bring value to your organization for many years.</p> <ul style="list-style-type: none"> <li>• Modern, intuitive user experience with large, icon-driven color touch display</li> <li>• Print DNA for unprecedented operational visibility and control—access data and manage vital functions anytime and from anywhere, including firmware updates</li> <li>• Plug-and-play integration for fast and seamless upgrade</li> <li>• Add media handling, connectivity modules and RFID capabilities in a snap to meet evolving business requirements</li> <li>• A platform that offers the advanced technology required to adapt to your business needs today and many years into the future</li> </ul>	<p>Class-leading ZT400 Series printers are the ultimate future-ready investment for mid-volume industrial printing applications.</p> <ul style="list-style-type: none"> <li>• Highest throughput in its class</li> <li>• Durable, all-metal design and expertly built internal components for the longest and most reliable printer life</li> <li>• Zebra continues to invest in the Print DNA ecosystem—adding value year after year</li> <li>• Easily upgradeable with field-installable options that allow you to configure and reconfigure to meet your needs:             <ul style="list-style-type: none"> <li>— Add media handling options (peeler and cutter)</li> <li>— Add RFID</li> <li>— Add connectivity options: 802.11ac/ BT 4.1 with dual-band wireless card and Parallel, Ethernet, an applicator interface, etc. with two open slots</li> </ul> </li> </ul>

## What’s in the Box?

In addition to the printer, also included are: power supply, power cord, USB cable, Quick Start Guide, safety guide and warranty card.

## 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.

Help your customers get unparalleled insight into the health, usage and performance of their devices with **OVS and AVS Visibility Services**. As their trusted advisor, you can white label Zebra’s service to add to your portfolio of services and increase your revenue and margins, plus help them answer critical device questions such as: Where are my devices? Are they ready to use? How many devices are in the repair depot? Which devices are being under-utilized? Which printers are bearing the heaviest load? How many devices are out of contact? And more...



**NA and Corporate Headquarters**  
+1 800 423 0442  
inquiry4@zebra.com

**Asia-Pacific Headquarters**  
+65 6858 0722  
contact.apac@zebra.com

**EMEA Headquarters**  
zebra.com/locations  
contact.emea@zebra.com

**Latin America Headquarters**  
zebra.com/locations  
la.contactme@zebra.com