



Quick Guide to Better Barcode Labels



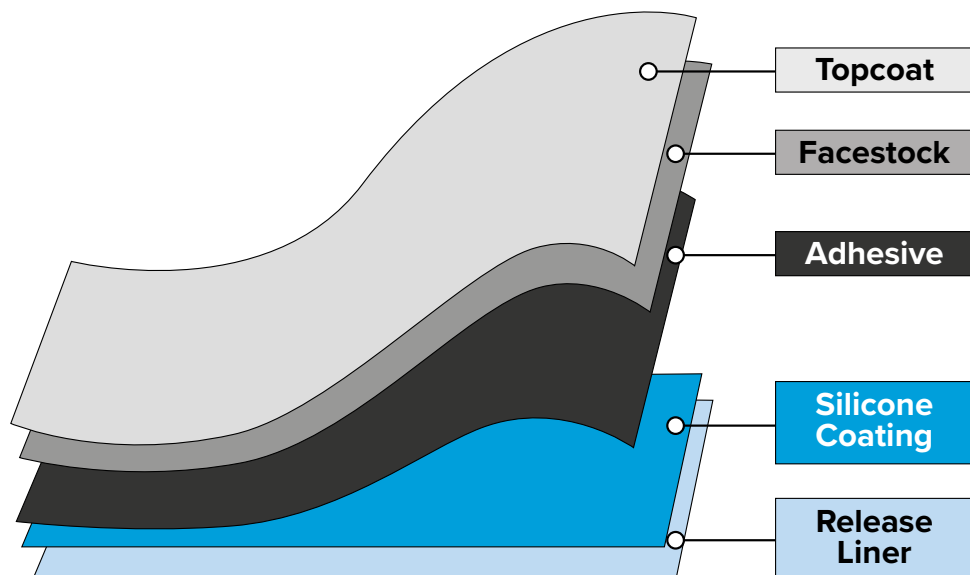
Labels Are Business Critical

Whether you need to identify a shipment or product or add a price tag, a barcode label is a critical mechanism for your business. A barcode label helps maintain compliance, improves operational accuracy and efficiency, ensures brand consistency, and supports the growth of your business.

Anatomy of a Label: Not All Labels Are Created Equal

A barcode label seems simple. A label is a label, right? Not exactly. The composition of a label includes many items that need to work together in your environment.

- The **release Liner** and **silicone coating** are especially critical if you are using an applicator to apply the label after being printed from a print engine.
- A standard **adhesive** sticks well to most items, but a specialized adhesive is critical in extreme temperatures and on rough surfaces.
- The **facestock** of a direct thermal material differs from supplier to supplier and, specifically, in the sensitivity which affects the darkness setting you use on your printer.
- The **topcoat** provides additional protection to the label.



Key Considerations

When choosing the right labels, there are a number of key considerations, including your specific application and your printing format and requirements.

APPLICATION	<ul style="list-style-type: none">• Surface• Extreme Temperatures• Abrasion Resistance• Chemical Resistance• Indoor/Outdoor• Life Span	PRINTER	<ul style="list-style-type: none">• Label Format• Print Speed• Print Darkness• Dots Per Inch• Use of an Applicator
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The Risks of Using the Wrong Labels

Choosing the wrong labels or substandard supplies can lead to a number of common problems. These can include negative impacts to barcode scanning, disruption of your inventory and deliveries, premature printhead failure, and a constant need to reprint.

- Needing to reprint labels and service printers more often
- Issues with print quality, scannability, and durability
- Reduced productivity and efficiency
- Customer dissatisfaction

Using High-Quality, Pretested, and Reliable Labels

Pretested, consistent materials ensure print quality and reduce the need to reprint labels due to poor readability and scannability. This means smoother and more accurate warehousing, inventory, and shipping operations because barcodes can be scanned quickly, easily, and reliably. It also ensures the clarity and accuracy of prices and other business-critical information on your labels and tags.

Another important consideration is avoiding unexpected downtime, hardware failures, and servicing costs for your printers. Using lower quality labels can cause premature printhead failures, downtime, and additional costs for printer servicing and repairs.

Using high-quality labels and printing supplies helps you eliminate these problems by using materials that are designed not only to meet the specific demands of your application but also to maximize the availability and productivity of your printers.



Why Zebra Labels Are the Right Choice

Our partners at Zebra Technologies pretest all of their labels and printing supplies, use consistent materials, and have quality processes in place to ensure the highest print quality.

- No substitution of materials
- ISO 9001:2008 certification
- Computerized vision inspection system
- Color matching software and equipment

The Pretesting Process

Zebra's supplies research and development team pretests all materials on Zebra printers, putting labels through stringent tests and analysis.

- Pretesting on Zebra Printers
- Assessment of printhead wear
- Verification of adhesive strength specifications
- Pretests for different environmental factors:
 - indoor/outdoor
 - low/high temperatures
 - abrasion
 - chemical

An Unsurpassed Selection

When you purchase genuine Zebra supplies, you have access to a large selection of quality, pretested supplies manufactured by the thermal industry expert. Zebra offers more than 1,000 combinations of labels, tags, receipts, wristbands, and ribbons—including over 500 stock products.

When you need to grow your business through better operational efficiency, branding, customer service, and compliance, Zebra has the selection you need. It is why Zebra supplies are the leading choice from small businesses to the Fortune 500.

Available and Reliable

Zebra is one of the largest thermal converters in North America and has extensive manufacturing capabilities and automation. With multiple supplies facilities across the U.S., Zebra can ensure reliable and quick delivery and has full contingency/disaster plans to ensure uninterrupted shipments.



Order Once for the Whole Year

Buy your supplies with a single, annual order through our “stock and ship” program. Order once and we will send your supplies on a fixed schedule. If your demand is suddenly higher, just contact us, and we will ship your next supplies sooner!

Guaranteed Printhead Protection

If you agree to use genuine Zebra supplies exclusively, you get guaranteed protection against unexpected printhead replacement costs. If you have a printhead that fails, it will be replaced at no charge.

Adding COLOR to Your Labels, Tags, and Receipts

IQ Color from Zebra

Research shows people recognize and react to color cues before reading a single word of text.

Until recently, if you wanted to integrate color into your thermal-printed barcode labels and receipts, you had to use preprinted media. This offers minimal printing flexibility and slows down productivity.

Now, with Zebra's IQ Color printing, you can print color on your thermal printer without changing media. IQ Color is the smart and easy way to add color to your barcode labels, tags, and receipts.

With IQ Color, you can print up to 9 colors on your labels, receipts, or tags. Use the colors to quickly identify important messages, branding, or price markdowns, and use them to sort and distribute products and shipments faster and more accurately.

Increase Your Efficiency, Accuracy, and Branding

- Improve inventory, shipments, and deliveries
- Move products and shipments faster and more accurately
- Reduce lost inventory and shipment errors
- Improve your customer satisfaction
- Enhance your branding

IQ Color is the simple solution to print color on your existing or new Zebra printer. Give us your specifications, and we will deliver the solution you need.

Choose the colors you want from our palette, or request a custom color. Then designate the zones where you want each color to activate.

Zebra preprints the colors in those zones by using invisible, heat-activated ink. When you print your label, anything that falls in that zone will print in the color you have chosen for that area.

Add Any of These Color Elements

- text
- shapes
- graphics
- logos
- reverse imaging

With IQ color, you will save time because employees and customers can easily differentiate items at a glance, without reading a label. Sorting, handling, shipping, and expediting is faster and more accurate, which not only saves money but also improves your customer satisfaction.



Saving Time and Money with All-In-One Packing Slips

Zebra's Z-Slip All-In-One Packing Slip Solution

Folding packing slips multiple times and having to slide them into a sleeve, remove the liner, and put the sleeve on a box is a time-consuming and inefficient process. In timed studies, this process often takes from 40 seconds up to as much as a minute to complete.

Thankfully, Zebra has developed a simpler and more efficient way to prepare packing slips with the Z-Slip all-in-one packing slip solution. Z-Slip is a specially prepared packing slip material that combines a packing slip with a built-in label and protector. Paired with a compatible Zebra industrial printer, you can print, peel, and apply a packing slip in just 11 seconds!

Zebra's Z-Slip innovation is a huge improvement over traditional packing slip envelopes, which have to be cut open with a knife. Cutting the envelope creates an unnecessary injury risk and often cuts the packing slip, making it difficult to read. In contrast, Zebra's Z-Slip packing slips are quick and easy to peel away and remove, with no risk of personal injury or damage to the slip.

BY THE NUMBERS

40
SECONDS

Average time to print and apply traditional packing slip

11
SECONDS

Average time to print and apply Z-Slip packing slip

For a distribution center shipping 1000 packages per day, Z-Slip can offer a savings of
29 seconds/package | 8 hours/day | 2000 hours/year

Why An Outside Packing List Is Better

If you currently put packing list information in your boxes because of the time it takes to print and apply a traditional packing slip, consider what happens when a package is sent to the wrong location. Someone has to open the box, remove the slip, and identify its contents.

If products are not labeled, this also forces personnel to play detective and find the correct recipient, resulting in lost time. If no recipient is found, the package may end up “lost,” forcing a reshipment and creating further costs.

Applying an outside packing list with Zebra’s fast and reliable print-and-apply solution is the best way to avoid these problems.

A Name You Can Trust

If you are like 90 percent of Fortune 500 companies, you probably already have a Zebra printer in your warehouse or shipping dock. When you pair the Z-Slip packing slip material with a compatible Zebra printer, such as the 170Xi4, you create a perfect combination and a highly efficient and time-saving system for all your shipping needs.

Service to Maximize Your Printer Investment

For maximum productivity, Zebra *OneCare* can help your business ensure its Zebra mobile, tabletop, desktop, card, and kiosk printers are online and ready for business. You can choose from multiple service levels and customize an arrangement to maximize the availability and productivity of your Zebra printers.



Up to
\$550
Cash Back

Up to \$550 Cash Back on Printer Upgrades

Upgrading to the latest printing technologies is cheaper than ever before with the GO Zebra Trade-in Program. You can trade in a qualifying printer and get up to \$550 cash back toward the purchase of a new Zebra printer. Zebra or competitor models qualify, so now is the time to trade in your old printer for the speed, reliability, and next-generation quality of Zebra printers.



1-800-233-1474
sales@integraserv.com
www.integraserv.com

