



ZEBRA

ZEBRA CERTIFIED SUPPLIES eBook

CONFIDENCE IS KEY. KNOWLEDGE IS POWER.

Conversations That Close The Deal

When selling Zebra supplies, it's crucial to know how to start the conversation with your customers. Consumable sales equate to large revenues for you. Plus, the end user relies on your expertise. The information in this eBook will help you engage your clients and ensure sales growth, while maintaining a long lasting, trusted, client relationship. You'll find insights into sales scenarios, vertical markets, competitor information, product information, along with tools and programs to sell high-quality, pre-tested, reliable Zebra supplies.

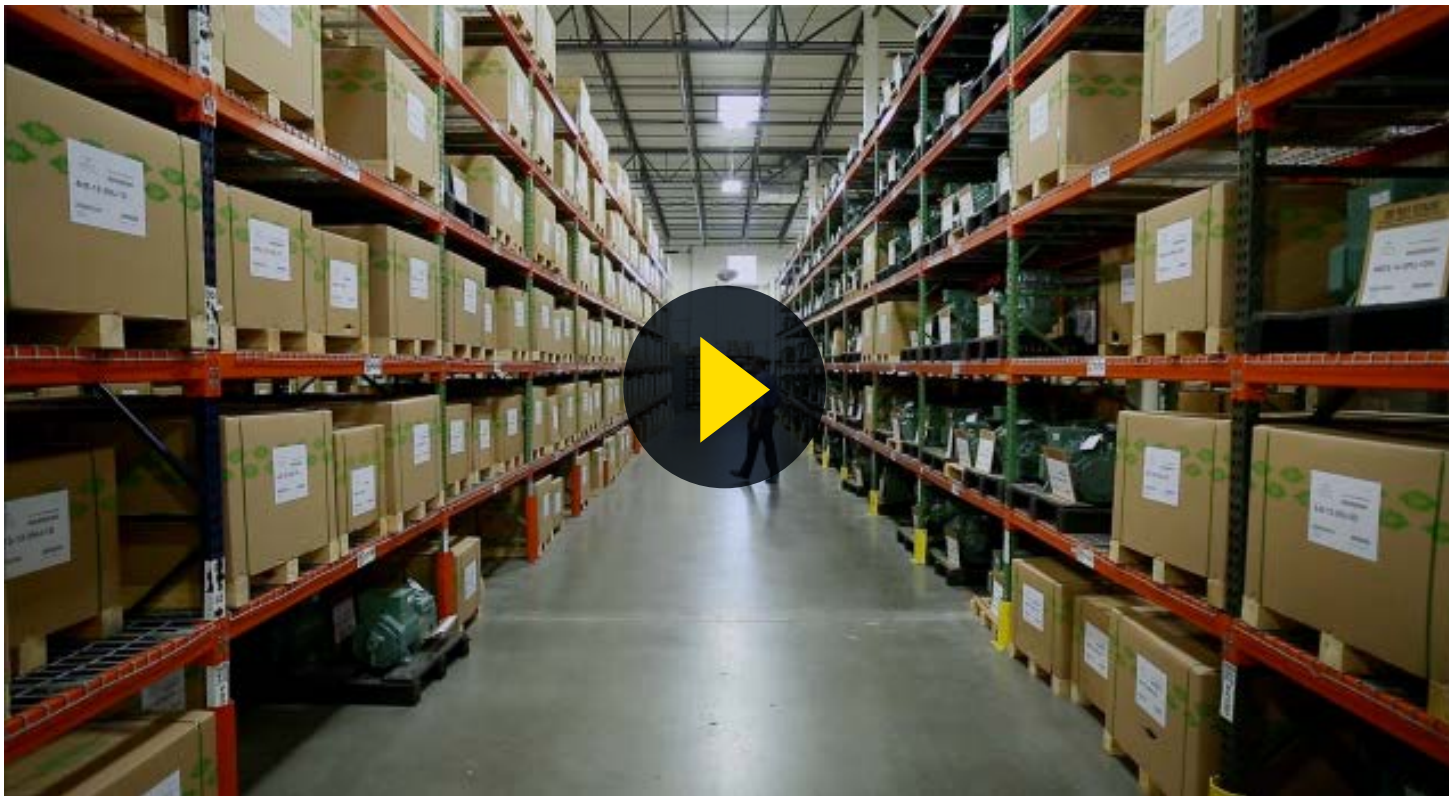
TABLE OF CONTENTS

Why are Supplies Important To Your Customers?	4
Why Should Supplies Be Important To You?	5
Supplies Basics	6
Determining The Right Solution: PRESS	7
A Barcode Label Seems Simple	8
Why Zebra Supplies?.....	9
Consistently Outstanding Quality	10
Exceptional Service	11
Unmatched Thermal Printing Expertise.....	12
Printhead Protection Calculator	13
Value-Added Services.....	14
Unique Offerings	16
Zebra Supplies Are More Expensive...Now What?	17
Competition (Local, Regional, National and Printer Manufacturers).....	18
Verticals (Manufacturing, T&L, Retail)	22
Tools To Use	34
Exceptionally Consistent, Consistently Exceptional.....	35
Glossary	36



WHY ARE SUPPLIES IMPORTANT TO YOUR CUSTOMERS?

If your customers are still treating supplies like throwaways, they're making a costly mistake. Watch this video to see just how critical labels, tags and receipts can be their operations.



TIP

We recommend kicking off your conversation with the consequences your customer faces by choosing the wrong supplies. This puts them in trouble mode.

Example: Did you know that using the wrong materials could cause premature printhead failure, increasing downtime and Help Desk calls to IT? Did you know that using the wrong materials can affect readability of your labels, leading to lost productivity caused by having to reprint labels? Use the “Why Supplies?” video to support your argument.

MAIN TAKEAWAYS



Supplies are critical to your customers' operations.



Choosing the wrong label or material can result in higher costs in the long run.



The right supplies can improve productivity, efficiency and overall customer satisfaction.

WHY SHOULD SUPPLIES BE IMPORTANT TO YOU?

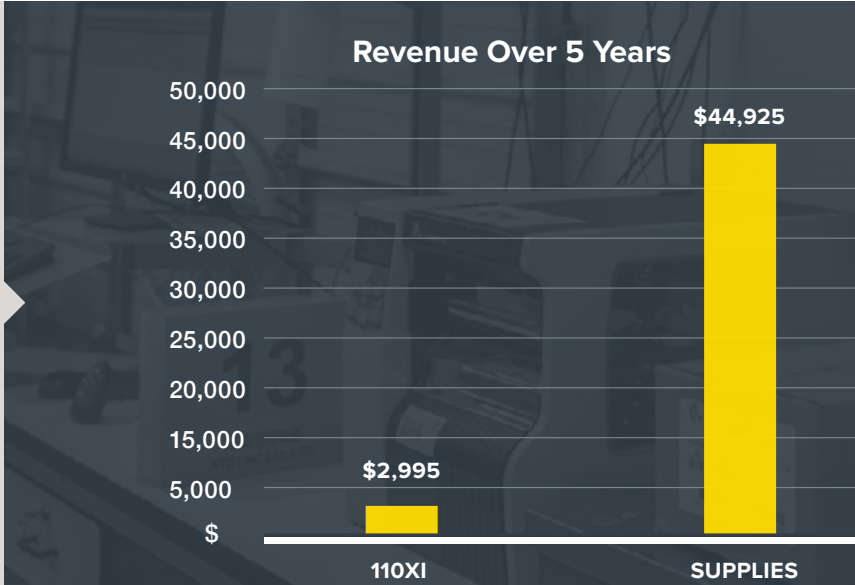
Increase Your Revenue

If you can demonstrate and explain the value of high-quality labels for every vertical and application vs. the competition, supplies can become the largest revenue generator in your solution.

 **\$1** spent on hardware =  **\$3** spent on supplies

Example: If a printer has a five-year lifespan, supplies must be purchased year after year to support that printer. This means constant business and constant revenue.

110XI	SUPPLIES
List Price: \$2,995	List Price: \$8,985



The Revenue Graph illustrates how **supplies sales add up per printer over 5 years**.

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
110XI4 - 1 PRINTER					
PRINTER REVENUE	\$ 2,995				
SUPPLIES REVENUE	\$ 8,985	\$ 8,985	\$ 8,985	\$ 8,985	\$ 8,985
TOTAL	\$ 11,980	\$ 8,985	\$ 8,985	\$ 8,985	\$ 8,985
110XI4 - 10 PRINTERS					
PRINTER REVENUE	\$ 29,950				
SUPPLIES REVENUE	\$ 89,850	\$ 89,850	\$ 89,850	\$ 89,850	\$ 89,850
TOTAL	\$ 119,800	\$ 89,850	\$ 89,850	\$ 89,850	\$ 89,850

Win More Pitches

Supplies are an obvious complement to any hardware sale and a way for you to continue the conversation. However, if your customers view labels as throwaway items, it'll be difficult for you to overcome the price argument. For a greater success rate, help your customers understand:

- ▶ Supplies are an irreplaceable part of their operations.
- ▶ Better quality supplies can help them maximize their hardware investment.
- ▶ They'll achieve lower TCO and higher ROI.

SUPPLIES BASICS

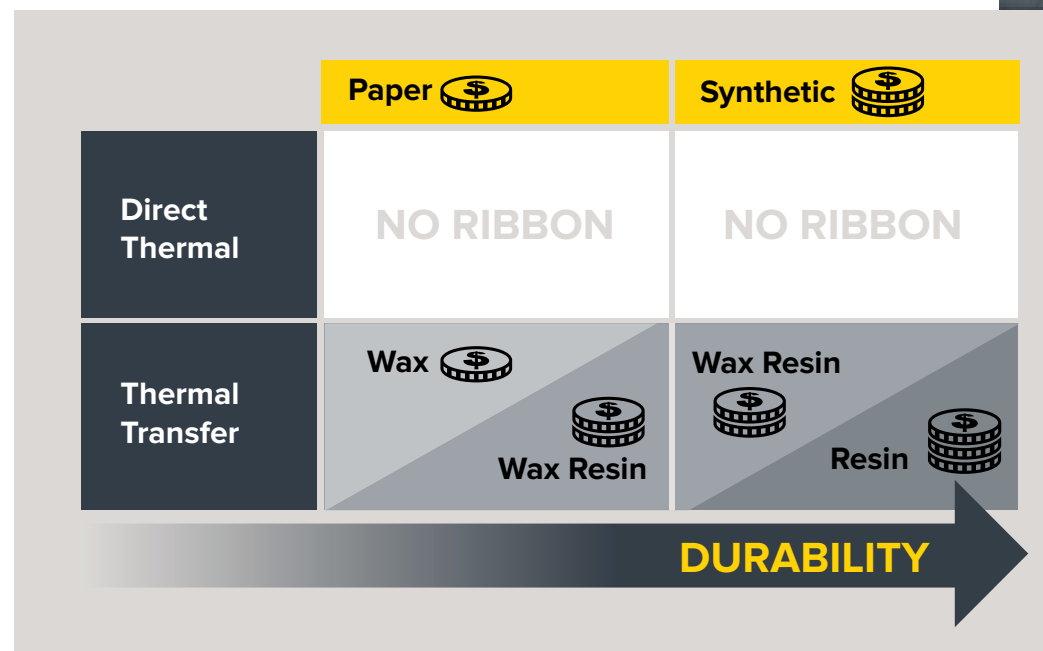
MATERIALS OVERVIEW

Paper

- ▶ Lower cost/margin
- ▶ Standard applications

Synthetic

- ▶ More durable
- ▶ Higher cost/margin
- ▶ “Specialty” application
- ▶ Typically referenced as a “poly”



Knowing what your products are, and being able to articulate their benefits will dramatically increase your supplies sales potential. The decision makers that buy supplies from you expect your product expertise. Below is a list of touchpoints that all supplies specialists should be familiar with. To learn more about them, go to the **Product Training-Session 3-Internal deck, and see slides 5-32.**

- ▶ Label vs. Linerless Label vs. Tag vs. Receipt Paper
- ▶ Adhesive Types
- ▶ Zebra Naming Convention & Material Overview
 - ▶ Paper
 - ▶ Synthetics
- ▶ Mobile Printer Media
- ▶ Ribbon Overview
- ▶ Floodcoat vs. Spot Color vs. 4-Color Process
- ▶ What are Perforations?
- ▶ What are Face Slits?
- ▶ Gap vs. Notch vs. Black Mark Sensing
- ▶ What is a Varnish?
- ▶ Specialty Labels
 - ▶ Nursery
 - ▶ Piggyback
 - ▶ Wrap-around
 - ▶ Jewelry/Butterfly

Locate ZipShip Items Quickly

The supplies product finder tool is located at **<https://www.zebra.com/us/en/supply-selector-tool.html>**. Select the printer and media in the dropdown menus to find the item you’re looking for. The results page contains an item snapshot and a downloadable Specification Sheet in PDF format.

DETERMINING THE RIGHT SOLUTION: **PRESS**

P	R	E	S	S
PRINTER	RESISTANCE	ENVIRONMENT	SURFACE	SIZE
<p>Different printer types have different media specifications.</p> <p>Inner core size</p> <ul style="list-style-type: none">• Industrial = 3"• Desktop = 1"• Mobile = .75" or 1" <p>Outer diameter capacity. Material thickness and the roll length creates variance</p> <ul style="list-style-type: none">• Industrial = 8"• Desktop = 5"• Mobile = 1.8" – 2.63" <p>Width</p> <ul style="list-style-type: none">• Minimum - How narrow can it print?• Maximum - How wide is the printhead?	<p>What the label is subjected to during its life.</p> <p>Chemical Resistance</p> <ul style="list-style-type: none">• Cleaners, Sterilization, Oils, Gas, etc. <p>Light Resistance</p> <ul style="list-style-type: none">• UV/fluorescent light fades images quickly <p>Abrasion Resistance</p> <ul style="list-style-type: none">• Contact and rubbing will wear down the image	<p>Determines the print durability and adhesive type needed.</p> <p>Indoors</p> <p>Outdoors, protected</p> <ul style="list-style-type: none">• Ex: Under a tent or awning at a garden store <p>Outdoors, exposed</p> <ul style="list-style-type: none">• Rain, sun, heat, etc.	<p>The type of surface the label needs to adhere to determines the right adhesive.</p> <p>Curved vs. Flat</p> <ul style="list-style-type: none">• Certain materials can be conformed more easily than others <p>Rough vs. Smooth</p> <ul style="list-style-type: none">• Determines the adhesive initial tack and strength needed <p>Corrugate? Paper? Plastic? Metal? etc.</p> <ul style="list-style-type: none">• Ever notice that a label adheres stronger to one surface type over another? Some surfaces need a more aggressive adhesive than others.	<p>Label size needed to fit label format.</p> <p>Width</p> <p>Length</p>

A BARCODE LABEL SEEMS SIMPLE...

Label Composition

Each of the different materials used in thermal printing has its own unique set of features that must be considered to ensure optimal performance in its intended application. You can start helping them understand why a label might not work properly in their environment. The following list indicates all the criteria that should be taken into consideration:

Factors That Impact Effectiveness

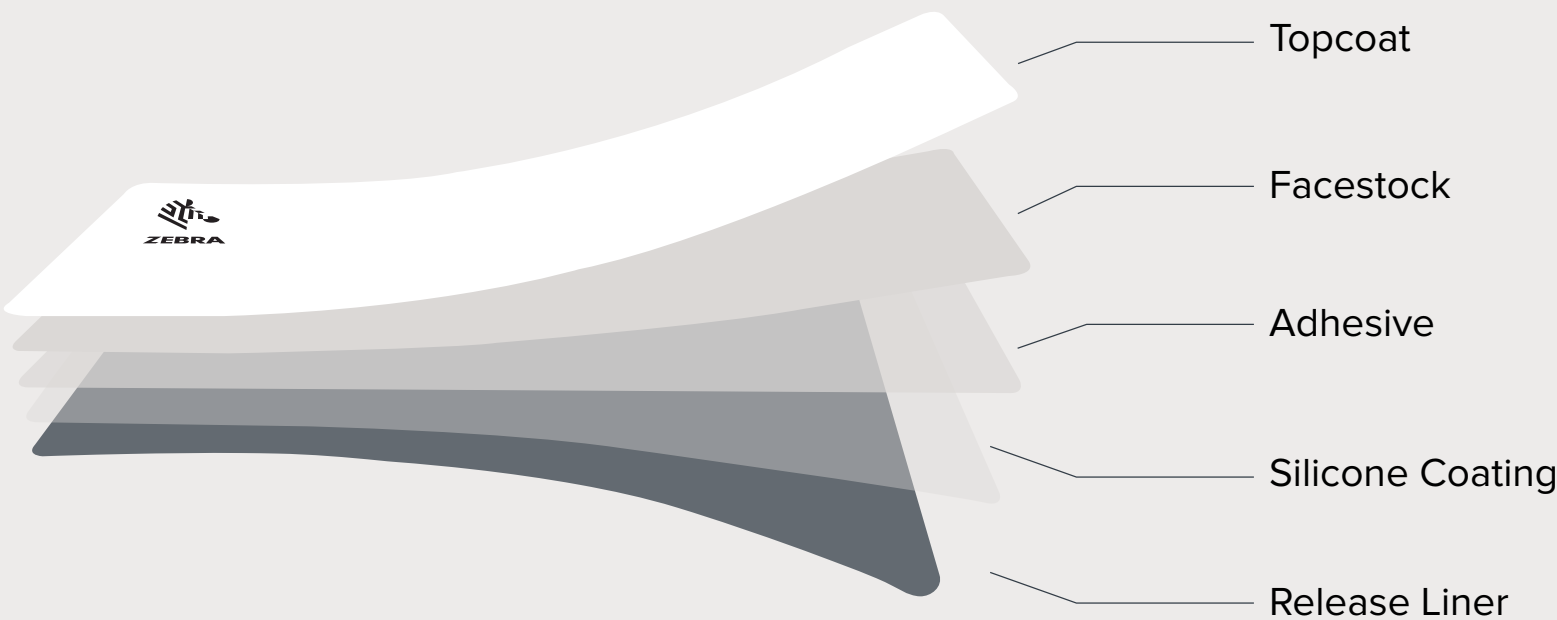
Application:

- ▶ Surface
- ▶ Extreme Temperatures
- ▶ Abrasion Resistance
- ▶ Chemical Resistance
- ▶ Indoor vs. Outdoor
- ▶ Lifespan

Printing:

- ▶ Label Format
- ▶ Print Speed
- ▶ Print Darkness
- ▶ Dots Per Inch
- ▶ Use of an Applicator

You should also familiarize yourself with the composition of a label. **All these layers must work together to be effective:**



Custom Supplies Quote Form

Zebra has a separate form to quote custom supplies. It contains information fields that are extremely important in order to ensure we provide an accurate quote. These include the best materials for each application, such as, custom label size, indoor/outdoor environment specs, min/max temperature requirements, and surface types, just to name a few. The Zebra custom supplies ordering form can be found [here](#).

A screenshot of the Zebra Technologies Quote Request form. The form includes fields for Name, Email, Phone, and Address. It also has dropdown menus for Material Type, Label Type, and Application. There are checkboxes for 'Indoor/Outdoor' and 'Temperature'. A large yellow arrow icon is overlaid on the bottom right of the form.

WHY ZEBRA CERTIFIED SUPPLIES?

Consistent quality. Exceptional service. Unmatched expertise. All of it leading to unparalleled productivity. That's what sets Zebra supplies apart from the competition. See the difference we can make for your customers.



TIP

When perceived costs become customer objections, counter with the real costs of choosing the wrong supplies, such as compromised processes and decreased productivity.

MAIN TAKEAWAY



There are ordinary labels. Then, there are Zebra labels. We only use pre-tested, consistent materials. We ensure minimal printhead wear and tear. Plus, we follow an ISO-Certified quality process that includes a demanding 23-point inspection.

CONSISTENTLY OUTSTANDING QUALITY

Pre-tested materials. ISO 9001 Quality Processes. Outstanding results. These are the hallmarks of Zebra supplies. Everything from labels, tags and wristbands, to receipt rolls and ribbons – all backed by the utmost care and meticulous engineering.

FEATURE	BENEFIT
Comprehensive testing of all materials	Eliminates pre-mature printhead failure. Consistent performance. High-quality print
Consistent materials	Consistent performance from run to run. Eliminates need to adjust printer settings
ISO 9001:2008 certified	Ensures consistent, high-quality products
Specialized conversion processes	Delivers high-quality performance.
Computerized vision inspection system	Insures pre-printed color is properly applied
Color-matching software/equipment	Matches PMS color closely. Consistent color from run to run.

MAIN TAKEAWAYS



CONSISTENT QUALITY LEADS TO:

Greater process efficiency: No need to make printer adjustments between rolls when using the same media.

Increased productivity: More work gets done in less time, when labels print consistently, adhere and scan properly throughout their intended lifecycles.

Lower TCO: Premature printhead failures (and resulting replacement costs) are reduced, virtually eliminating the need to reprint and replace labels due to poor quality.

EXCEPTIONAL SERVICE

Zebra has the size, scale and infrastructure to provide unparalleled service for all your customers' printing supply needs.

- ▶ **Unmatched reliability:** Four locations in the U.S. enable us to produce and ship orders quickly, with low freight costs.



- ▶ **In-depth contingency/disaster plan:** Put in place to ensure uninterrupted service.
- ▶ **Comprehensive selection:** World's largest selection of pre-tested thermal printing supplies.
- ▶ **Industry-leading customization:** We can manufacture labels to meet your customers' exact requirements.
- ▶ **Free on-site labeling assessment:** Available for you to leverage with qualifying customers to enable a consultative sale. Identifies labeling process improvement opportunities after reviewing customer's labeling process.
- ▶ **Added convenience:** Hundreds of ZipShipSM items can be sent at a moment's notice. Plus, we provide inventory management options for custom orders, so customers don't have to stock them.



EVERYTHING SUPPLIED BY ONE OF THE LARGEST AND MOST EXPERIENCED THERMAL LABEL CONVERTORS IN THE WORLD.

UNMATCHED THERMAL PRINTING EXPERTISE

From material sciences experts who locate, test and certify our raw materials, to our knowledgeable sales team, Zebra has the people in place to ensure that our supplies exceed customer expectations.



Industry leadership: More than three decades of experience in thermal label printer and printing supplies manufacturing.



Thermal specialization: We understand the hardware inside and out. Nobody knows your printer or your thermal applications as well as Zebra.

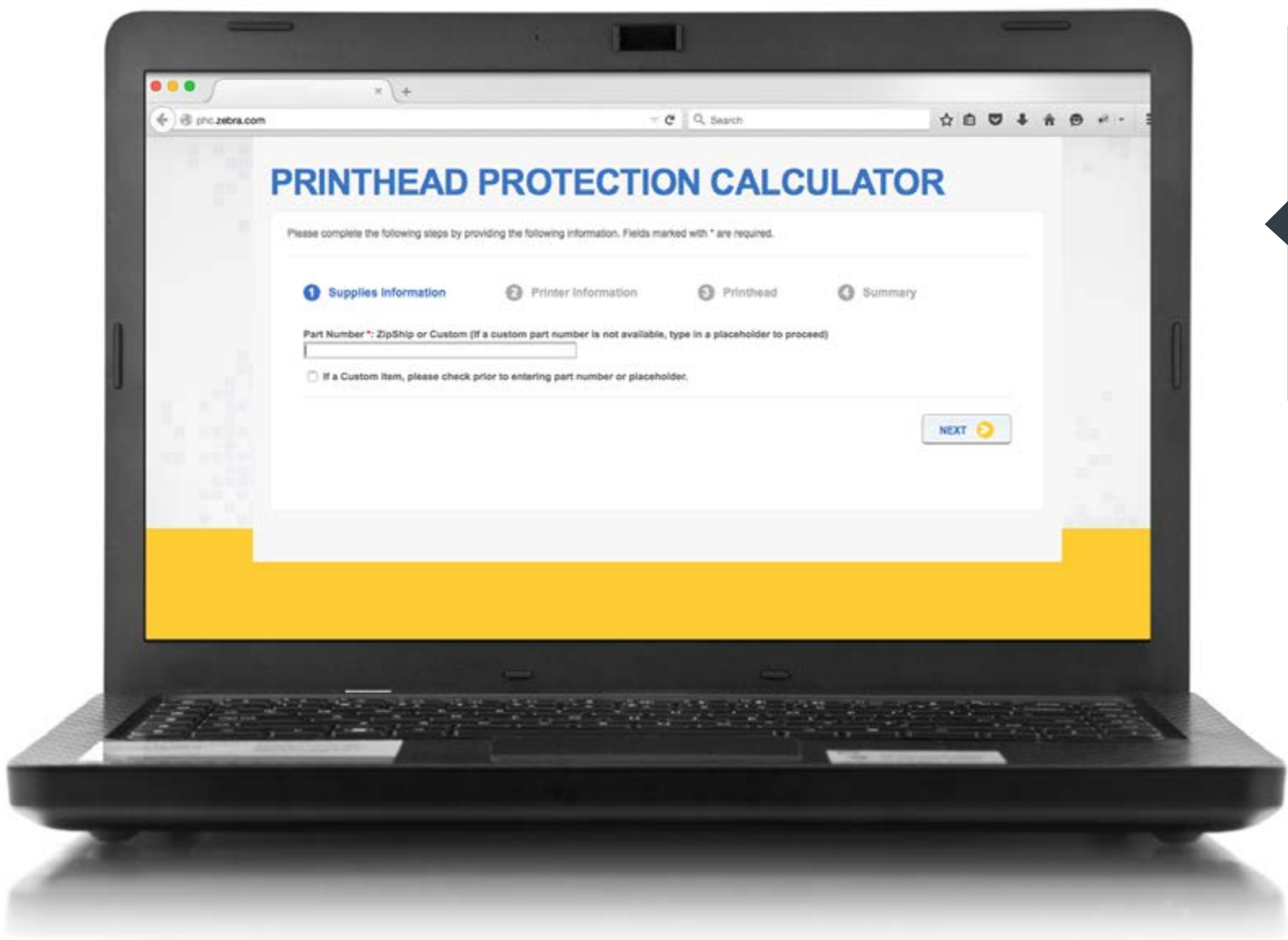


Dedicated resources: An R&D team just for printing supplies – plus a lab focused exclusively on developing unique printing supply solutions.



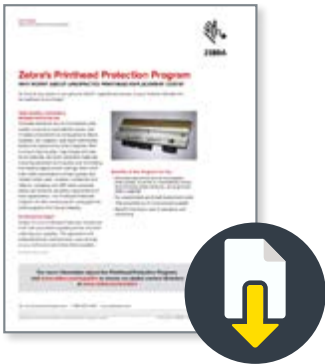
PRINTHEAD PROTECTION CALCULATOR

The Zebra Printhead Protection Calculator forecasts a customer’s potential savings by using quality Zebra supplies. Know what your customers’ supplies and printhead expenditures will be and the savings incurred with the Zebra Printhead Protection Program. Once generated, this report is available as a download.



TIP

Customers who use a large number of labels and are replacing printheads often should be your target for Printhead Protection. Qualify a customer’s printhead replacement prior to pitching Printhead Protection.



OPEN PRINTHEAD PROTECTION CALCULATOR

VALUE-ADDED SERVICES

- ▶ **Our Research & Development (R&D) Team** can support proper product selection on large opportunities for customers' unique applications during the design stage. They'll even provide test data if needed.
- ▶ **Free on-site Labeling Assessment:** Use it to help your customers see what they have and what they'll need.
 - ▶ Identifies application/product/equipment alignment
 - ▶ Provides better visibility and understanding of customers' processes and opportunities for improvement
- ▶ **Local service** via our resellers reduces complexity, logistics expenses and inventory levels.
- ▶ We can accommodate any **custom specifications**
 - ▶ Whether the customer needs a unique shape, size or configuration, we have the capability to manufacture a label that meets their exact requirements.

▶ Inventory Management Solutions

Our Inventory Management Solutions for supplies provide price protection and ensure availability for your customers.

Blanket Orders: Offers price protection, pre-scheduled shipments, and low minimum requirements for customers who order the same quantity at the same time each month.

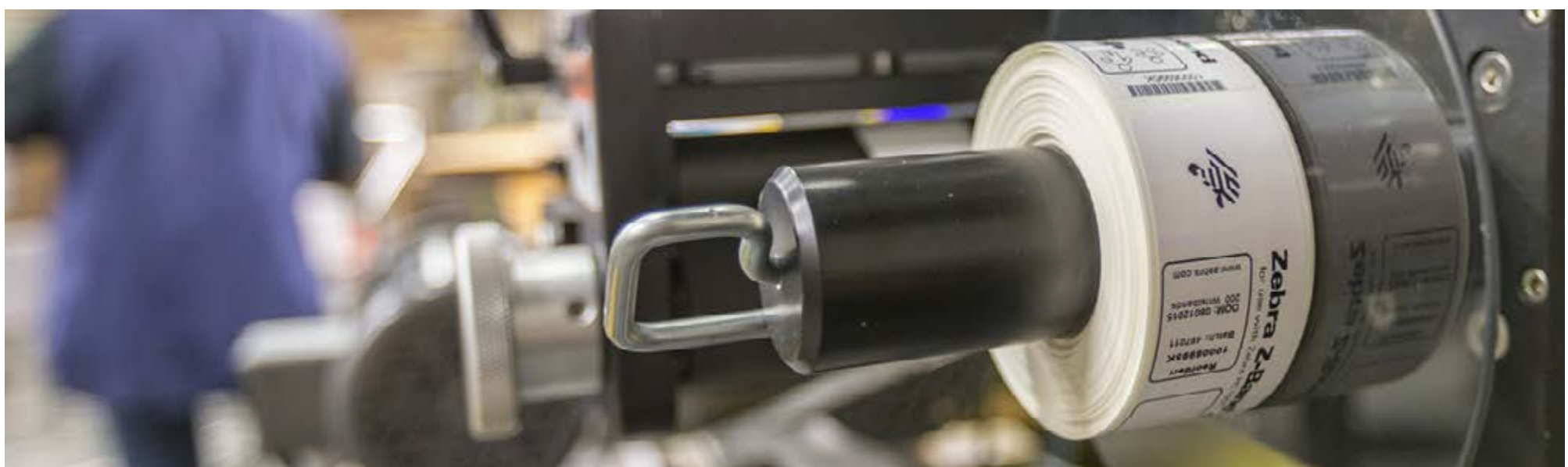
Make and Hold Options: Offers price protection with flexible shipment dates and quantities. This is for customers who know the quantity they will be ordering over a period of time, but need the flexibility to order the quantity they need, when they need it.

Supplies Management Program:

Stocked, custom products with immediate shipments. For customers purchasing a high volume of labels and will be ordering them as needed. Offers price protection during service agreement.



See the [Supplies Training Deck](#), slide 26 for more information on these programs.



SPECIAL PROGRAMS & SUPPORT



► Sample Program

The Sample Programs allow customers to check the quality and application of the product before purchasing. Zebra offers many options to obtain sample materials.

Pre-Printed Strips: Check label adhesive, thickness, color and durability.

Sample Pack: Showcase available products and introduce new solutions.

SAM Roll: Small roll of labels so customer can test printing and durability.

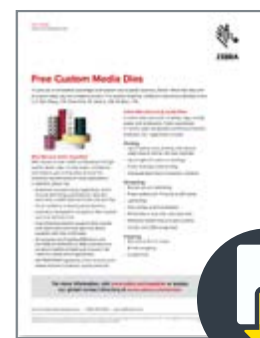
ZipShip Roll: Roll used to test label application. Available in the most popular sizes.

► Printhead Protection Program

Gain more supplies business by offering free printhead replacements to end users who agree to use Zebra supplies exclusively. The Printhead Protection Program blocks the competition and positions Zebra as a total solutions provider.

- [Printhead Protection Datasheet](#)
- [Printhead Enrollment Form](#)
- [Printhead Request Form](#)

► Free Dies for Custom Orders



Zebra offers free dies with all custom label, tag and wristband orders to give you a competitive advantage and to support new supplies business.

► Supplies Quote Specialist Role & Responsibility

The Zebra Supplies Quote Specialist is the expert, so your Sales Team doesn't have to be.

They attend monthly technical training to ensure high quality quotes for your customers.

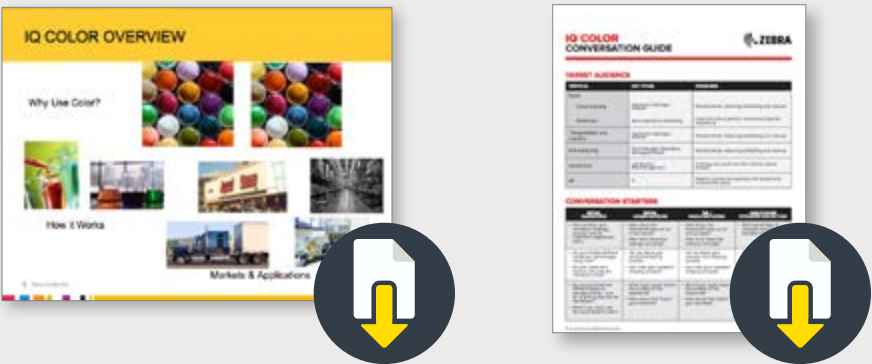
Supplies Quote Specialists use the Smart Quoting Initiative to ensure the most competitive pricing for your customers.

UNIQUE OFFERINGS

These supplies solutions are additional opportunities for you to differentiate yourself and win more business. If you have a customer that uses plain, black and white labels, upsell them on the operational benefits of color. If you have a customer that’s currently putting packing slips in envelopes, upsell them on the efficiency and time savings of the Z-Slip solution.

IQ Color Labels

People recognize and react to color cues before ever reading a single word of text. Zebra allows our customers to leverage this behavior with our IQ Color Labels.



Z-Slip Packing Slip Solution

Printing and applying a traditional packing slip in a packing list envelope can take as long as 40 seconds. However, putting a packing list inside a package may not be a viable alternative for your customers either. That’s why we developed the patent-pending Z-Slip solution. Just print, peel and apply.



ZEBRA SUPPLIES ARE MORE EXPENSIVE... **NOW WHAT?**

STEP 1: Validate what we are quoting is the same as what they're using today or being quoted by the competition

- ▶ Material specifications are the same.
- ▶ Labels per roll are the same – it's best to compare the price per thousand vs. the price per roll as the quantity of labels can vary by convertor.

STEP 2: Total Book of Business

- ▶ Guide the customer to look at the total supplies cost. Just because we're high on a few items, doesn't mean that we're high on the entire business. We could be lower on other items and when looking at the total supplies cost, we could be equal or lower in price.

STEP 3: Reinforce the Importance of Supplies

- ▶ Your customers cannot operate a business without the barcode labels, tags and receipts.
- ▶ Show "Why Supplies?" video if you haven't already.

STEP 4: Reinforce the Cost of Choosing the Wrong Supplies

- ▶ Choosing the wrong supplies is almost as costly as operating without them, so spending more upfront on quality supplies actually saves your customer money in the long run.
- ▶ Show "Why Zebra?" video if you haven't already.

STEP 5: Reinforce the Value of Our Unique Offerings

- ▶ Selling your customer on the benefits of IQ Color and the Z-Slip Packing Slip Solution will continue to help convince them that we're the best choice.

STEP 6: Introduce the Printhead Protection Program

- ▶ If your customer agrees to use Zebra supplies exclusively, they're eligible for free replacement printheads. Tip: Customers who use a large number of labels and are replacing printheads often should be your target for Printhead Protection. Qualify a customer's printhead replacement prior to pitching Printhead Protection.

QUESTIONS FOR THE CUSTOMER

How much are errors costing you today?

- Lost productivity
- Increased workload
- Customer satisfaction
- Training employees
- Employee turnover

What is the cost to your organization if you don't reduce errors?

What is the cost to your organization if you are unable to ship everything in the time frame you promise your customers?

COMPETITION

When it comes to competition, there are four different types you need to consider.



LOCAL COMPETITION



Local competition is right at the customer’s back door.
Here’s how they match up on this level.

Strengths	Weaknesses
<ul style="list-style-type: none">▶ Offer personalized service▶ Competitive pricing	<ul style="list-style-type: none">▶ Minimal knowledge of thermal printers▶ Don’t pre-test materials▶ Can’t offer free printheads▶ Single location▶ Limited business stability▶ No R&D capabilities▶ Quality processes

REGIONAL COMPETITION



The stakes get higher as the levels increase regionally.
You’ll have different ways the competition can take hold.

Strengths	Weaknesses
<ul style="list-style-type: none">▶ Fairly close to customer▶ Multiple locations▶ Competitive pricing▶ Use automation to help keep costs down	<ul style="list-style-type: none">▶ Minimal knowledge of thermal printers▶ Don’t pre-test materials▶ Can’t offer free printheads▶ Single location▶ Limited business stability▶ Some R&D capabilities

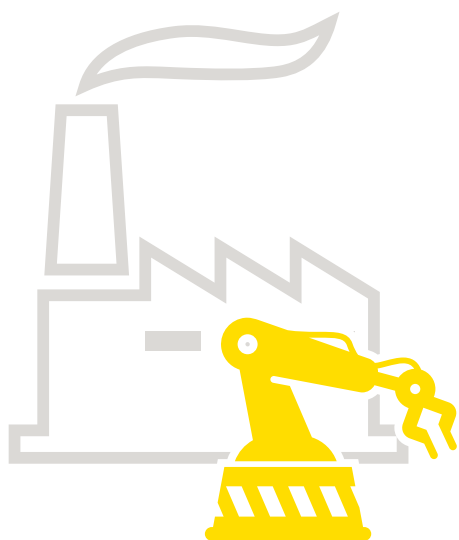
NATIONAL COMPETITION



On the national stage, there are no holds barred. But, there are still ways for you to stay ahead.

Strengths	Weaknesses
<ul style="list-style-type: none">▶ Multiple locations▶ Competitive pricing▶ Use of automation▶ Wide range of manufacturing capabilities▶ R&D capabilities	<ul style="list-style-type: none">▶ Minimal knowledge of thermal printers▶ Don't pre-test materials▶ Can't offer free printheads

PRINTER MANUFACTURERS



There isn't a specific level here, now you're dealing with the people who create the printers, but even then, they're not perfect.

Strengths	Weaknesses
<ul style="list-style-type: none">▶ Intimate understanding of thermal printers▶ Business stability▶ R&D capabilities	<ul style="list-style-type: none">▶ Limited range of pre-tested materials

A man with dark hair and glasses, wearing a white lab coat over a dark shirt, is looking down at a document he is holding. The background is a blurred industrial or laboratory setting. The text is overlaid on a white rectangular box in the center of the image.

COMPETITIVE INSIGHTS

Using knowledge of your customers' competition is another way to put them in trouble mode. The more you know, the easier it'll be to identify where they're at risk of falling behind and how we can help. Each conversation will be unique to each customer. Here are a few guidelines to follow:

- ▶ What unique information can you offer your customer about other label convertors?
- ▶ How might this impact their business?

PACKING LIST
ENCLOSED

MANUFACTURING



Important Manufacturing Applications

- ▶ Shipping/Receiving
- ▶ Finished Goods
- ▶ Parts Management
- ▶ Production
- ▶ Quality Assurance
- ▶ Product Identification
- ▶ Work In Process

Industry Insights

When dealing with a customer in Manufacturing, it’s important to be aware of the following concepts:



Fragmentation – As parts get smaller and the demand for frequent changes increases, operational flexibility and the speed with which part numbers/SKUs can change, must increase.



Supply Chain Management – In the event of a recall, being able to track every part is critical.



Customer Centric – To meet increasingly complex customer demands, operations must be agile.

Electronics Manufacturing Supplies Datasheet



Find the support and product information you need to sell supplies to your customers with the Manufacturers Datasheet.

Manufacturing Customer Site Survey



Use this survey to understand what the Manufacturer’s customers’ processes are and how to best help them out.

Why Are UL Labels Important To Electronics Manufacturers and You?

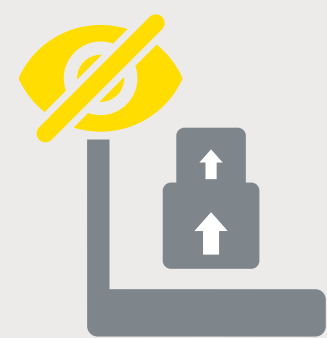
The UL (Underwriters Laboratories) Component Recognition Program provides a convenient way for manufacturers to be compliant across supply chains. The UL label (Underwriters Laboratories) label on a product means it was tested and complied with all standard safety requirements associated with that product. Zebra offers one of the largest selections of UL/cUL-certified label and ribbon combinations. Plus, all Zebra locations are authorized to pre-print the UL mark. For more information visit: ul.com

Why Supplies/Why Zebra

Supplies are critical for manufacturing operations from receiving to shipping. They help your customer track products, keep up with equipment maintenance, provide visibility into the status and condition of inventory and expedite delivery to the end user. Don't think supplies are as important as they are? Consider that without supplies your customers can't:

- ▶ Maintain compliance
- ▶ Ensure brand consistency
- ▶ Improve operational efficiency
- ▶ Support business growth

Challenges for Manufacturers



LACK OF SUPPLY
CHAIN VISIBILITY



POOR
PRODUCTIVITY



HIGH OPERATIONAL
COSTS



DEMAND
VOLATILITY

Competition

The two biggest competitors you'll face for MRP Labels are:

- ▶ **Brady** – Synthetic-focused company with a very specified product. Unless it is not working, it's not worth the engineers' time to redo it. You need to focus on spacing in Zebra materials when they're developing new products.
- ▶ **WorldMark** – Global company based out of Asia with strengths in raw materials and conversion, as well as a reputation for positioning/building their plants next to their end users.

MRP LABELS (Materials Requirements Planning)

Label that goes directly on product
.....
Label in bill of material
.....
Example: Product identification Labels
.....
Decision Maker: Engineering

Target Customer Profile:

POSITION	NEEDS	COMMON PAIN POINTS
Operations Manager	<ul style="list-style-type: none">• Reliable solutions that help alleviate burden on current resources• Reduced error rates• Help implementing best practices	Current solution isn't printing correctly – Either the barcode isn't scannable, or the label is falling off because the wrong material or adhesive was used.
Materials Management/ Purchasing	<ul style="list-style-type: none">• Reliable, consistent solutions at competitive prices• Simplified business dealings	
Labeling and Document Control	A label with all required information that remains readable throughout product life	
Product Marketing	<ul style="list-style-type: none">• Branding on label• Use of color	Waste of materials – A competitor may use 4-inch paper, for example, when the customer only needs 2-inch paper.
Director of Engineering	A label that remains readable throughout product life	
Director of Regulatory Compliance & Quality	A label with all required information that remains readable throughout product life	

TRANSPORTATION & LOGISTICS



Important T&L Applications

- ▶ Cross docking
- ▶ Picking/Staging
- ▶ Inventory
- ▶ Returns
- ▶ DSD (Direct Store Delivery)
- ▶ Outbound Shipping
- ▶ ASN Receiving

Industry Insights

Reliable T&L solutions maintain consistency and improve efficiency and accuracy in the operational process. When dealing with a customer in Transportation & Logistics, it’s important to be aware of the following concepts:

LOGISTICS



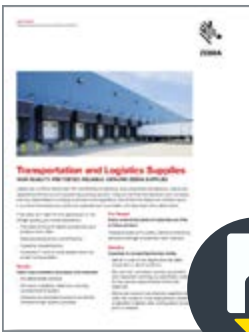
- Delivery in full on time (DIFOT)
- Inventory to Sales Ratio
- Back order rate
- Inventory turnover
- Order picking accuracy

TRANSPORTATION



- Correct invoice
- On-time delivery
- Delivered goods quality
- Equipment availability
- Turn down ratio
- Cost as a % of sales

T&L Supplies Datasheet



Find the support and product information you need to sell supplies to your customers with the T&L Datasheet.

T&L Customer Site Survey



Use this survey to understand what the T&L customer’s processes are and how to best help them out.



Why Supplies/Why Zebra

Supplies are critical for T&L operations from staging to delivery. They help your customer track inventory, provide visibility into the status and condition of that inventory and expedite end-user interaction.

Important T&L Challenges



**LABEL
REJECTION RATE**



**POOR PRINT QUALITY
AND DURABILITY**



**LABEL ERROR/
ACCURACY**



**OPERATIONAL
EFFICIENCY**

Competition

The two biggest competitors you'll face in T&L are:

- ▶ **RR Donnelley** – Global supply chain provider that designs complete channel solutions for operational compliance and growth.
- ▶ **Nashua** – Manufactures imaging products and services to industrial and commercial customers for various print applications.

Target Customer Profile:

POSITION	NEEDS	COMMON PAIN POINTS
Materials Management/Purchasing	<ul style="list-style-type: none">• Reliable, consistent solutions at competitive prices• Simplified business dealings	<p>Current solution isn't printing correctly – Either the barcode is not scannable or the label is falling off because the wrong material or adhesive was used.</p> <p>Waste of materials – A competitor may use 4-inch paper, for example, when the customer only needs 2-inch paper.</p>
Operations Manager	<ul style="list-style-type: none">• Reliable solutions that help alleviate burden on current resources• Reduced error rates• Help implementing best practices	
Regional Lean Six Sigma Director	Reliable solutions that help reduce errors and improve processes	





RETAIL

Important Retail Applications

STORE FLOOR/ BACK OF STORE

- ▶ Shipping/receiving/put away
- ▶ Reverse logistics/returns
- ▶ Item locator
- ▶ Inventory management
- ▶ Shelf edge/price labels
- ▶ Pharmacy labels
- ▶ Electronic shelf labels
- ▶ Gift/loyalty cards
- ▶ Self-service kiosk
- ▶ Mobile POS checkout/payment
- ▶ RFID item-level tagging

DISTRIBUTION CENTER

- ▶ Picking/cross docking
- ▶ Put away
- ▶ Shipping/receiving
- ▶ RFID item-level tagging

Industry Insights

When dealing with a customer in Retail, it’s important to be aware of the following concept:



Omnichannel retailing is driving demand for an “always-on, always-open” shopping experience.

- Mobile shopping
- Same-day delivery

Retail Supplies Datasheet



Find the support and product information you need to sell supplies to your customers with the Retail Datasheet.

Retail Customer Site Survey



Use this survey to understand what the Retail customer’s processes are and how to best help them out.

Why Supplies/Why Zebra

Supplies are critical for Retail operations from the distribution center, to the store floor and the back of the store. They help your customers track inventory from receiving to checkout, provide visibility into the status and condition of that inventory, and expedite the checkout process.

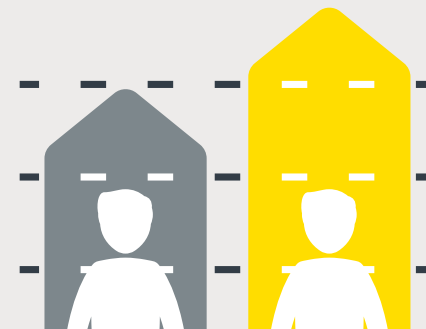
Challenges for Retailers



**CUSTOMER
LOYALTY**



**COMPETING WITH WITH PRICING
AND FULFILLMENT CAPABILITIES**
of retailers like Amazon

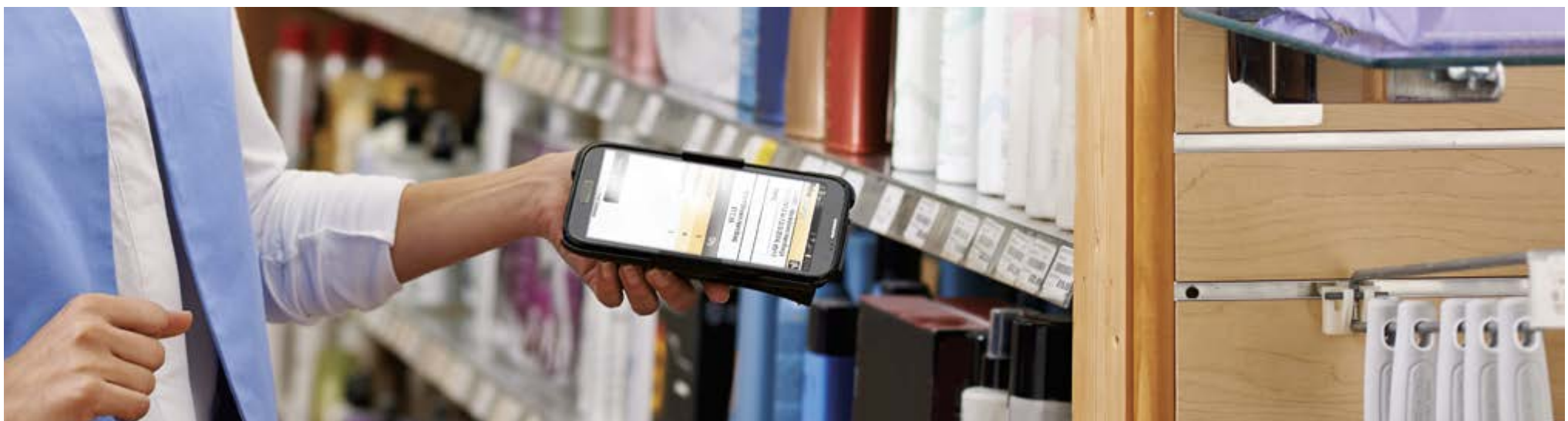


**LEVERAGING GROWING
VOLUME OF CUSTOMER DATA**

Competition

The three biggest competitors you'll face in Retail are:

- ▶ **RR Donnelley** – Global supply chain provider that designs complete channel solutions for operational compliance and growth.
- ▶ **Nashua** – Manufactures imaging products and services for industrial and commercial customers to work with various print applications.
- ▶ **Avery Dennison** – Global manufacturer of pressure-sensitive product labels and tags, RFID inlays for medical products.



Target Customer Profile:

POSITION	NEEDS	COMMON PAIN POINTS
Operations Manager	<ul style="list-style-type: none">• Reliable solutions that help alleviate burden on current resources• Reduced error rates• Help implementing best practices	<p>Current solution isn't printing correctly – Either the barcode isn't scannable, or the label is falling off because the wrong material or adhesive was used.</p> <p>Waste of materials – A competitor may use 4-inch paper, for example, when the customer only needs 2-inch paper.</p>
Materials Management/ Purchasing	<ul style="list-style-type: none">• Reliable, consistent solutions at competitive prices• Simplified business dealings	
Product Marketing	<ul style="list-style-type: none">• Branding on label• Use of color	

TOOLS TO USE



WHY SUPPLIES? VIDEO

The most important video to show. This is where you highlight the importance of supplies and how vital they are to the customer.



WHY ZEBRA? VIDEO

After showing why supplies are so important, show this video to help highlight how Zebra has the right labels for your customers' applications.



Visit site

PRINTHEAD PROTECTION CALCULATOR

This calculator can be used to forecast how much money your customers will save using Zebra's supplies.



Z-SLIP DATASHEET

This one sheet is all you need to emphasize and explain the patented Z-Slip technology.



CUSTOMER SITE SURVEYS

Use these surveys to understand what the customer's processes are and how to best help them out.

- Manufacturing
- T&L
- Retail



IQ COLOR CONVERSATION GUIDE

Use this helpful guide to show why color on labels can make a big difference in your customers' operations.



SUPPLIES DATASHEETS

For product support and information, reference the corresponding Supplies Datasheets.

- Manufacturing
- T&L
- Retail



SELECTING THE RIGHT LABEL TO IDENTIFY YOUR FINISHED PRODUCT WHITE PAPER

In this White Paper, Zebra provides guidance on how to select the optimal material to identify your product. We do this by reviewing thermal printing basics, identifying the key considerations you need to be mindful of, and what to look for in a supplier.



EXCEPTIONALLY CONSISTENT, CONSISTENTLY EXCEPTIONAL

Printing supplies can impact everything from printhead lifespan to operational efficiency. So why should your customers take chances? With Zebra Certified Supplies, they'll get:



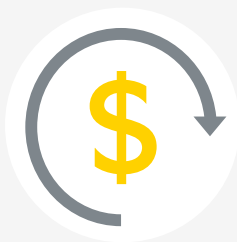
Consistently Outstanding Quality – We only use conversion processes, inks, varnishes, tools and equipment optimized for thermal printing.



Exceptional Service – Zebra has the size, scale and infrastructure to meet your customers specific printing supply needs quickly and effectively.



Unmatched Thermal Printing Expertise – For more than 30 years, Zebra has been known globally for our exceptional quality, durability and dedication to thermal printing technologies.



**We reduce the need to reprint and replace labels.
We reduce premature printhead failure.
We also reduce downtime.**

ALL OF IT REDUCING TCO.

GLOSSARY

Conversion

The process of taking a roll of material and transforming it into a supply that can be used in a printer.

Cross Docking

When products are transferred directly from the supplier to the customer, with no handling or storage time.

Dots per Inch (DPI)

This is used to measure the sharpness on a printed image.

DSD

Direct Store Delivery.

IQ Color

Zebra supplies solution that enables the ability to print color on demand, using your existing Zebra printer.

Label Format

A template saved in the printer's memory that uses variable data to print labels.

Mobile POS Checkout

Mobile Point of Sale (POS) checkout is a sale made with the field operations representative onsite using a handheld mobile computer with a payment card reader.

Print Darkness

How dark the printed image appears.

Printhead

The part of the printer that creates the image on the label.

Print Speed

The inches per second the printer can print.

Reverse Logistics/Returns

Returning a product and recapturing its value.

RFID

Radio-Frequency Identification.

Self-Service Kiosk

A machine that allows consumers to print out coupons and promotions in store.

Supplies

Labels, Tags, Receipt Paper and Thermal Ribbons.

Use of an Applicator

A machine that applies pressure-sensitive labels.

Z-Slip

Zebra's all-in-one packing slip solution that can be printed, peeled, and applied.



ZEBRA

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

Asia-Pacific Headquarters
+65 6858 0722
apacchannelmarketing@zebra.com

EMEA Headquarters
+44 (0)1628 556000
mseurope@zebra.com

Latin America Headquarters
+1 847 955 2283
inquiry4@zebra.com

Other Locations / USA: California, Georgia, Illinois, Rhode Island, Texas, Wisconsin Europe: France, Germany, Italy, the Netherlands, Poland, Spain, Sweden, Turkey, United Kingdom Asia Pacific: Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam Latin America: Argentina, Brazil, Colombia, Florida (LA Headquarters in USA), Mexico Africa/Middle East: Dubai, South Africa