



Smart Features. Small Investment. Big Payoff.

ZT231 Industrial Printer

Meet Zebra's new value-level printer:
Small in price – big in performance

Presenter name
July XX, 2022



Agenda

- Why Zebra?
- The Business Challenge...
- Introducing the ZT231 Printer
- Vertical Markets
- Key Features
- Print DNA and Security
- RFID
- Supplies and Maintenance Plans





Why Zebra?

Why Zebra?

Extensive reach

Scalable to meet any enterprise demands



\$4.5B

Global sales



128+

Offices globally



5,300+

Patents issued and pending



8,800+

Employees worldwide



10,000+

Channel partners in over 100 countries



\$453M+

R&D* - *10% of Sales

Leader status

Gartner Magic Quadrant for Indoor Location Services

#1

Mobile RFID

Rugged mobile computing

Data capture

Barcode printing

Our people make the difference



Channel accolades





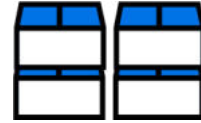
The Business Challenge...

You Need a Reliable Printer

With Industrial-Level Output
that gives you basic features
without the big-budget price tag



Demands are rising



Volume is increasing



Timelines are shrinking



Transparency is expected



Data insights are critical to be competitive



And, budgets are stretched

Go Industrial – While Still Staying in Budget

Get unparalleled performance, reliability and security for the long haul



See how the ZT231 printer brings you much more value for much less

Smarter. Smaller. More Value.

Get a Printer that's Priced to
Perform with Zebra's ZT231
industrial printer



Incredibly easy

to operate, manage and maintain – onsite or remotely



Small footprint

to help you make the most of your workspace



Works your way

with industry-leading features and options



Durable construction

that's built to last for years of hassle-free printing



Future focused

with field-installable options and the ability to evolve



Highly secure

to protect your data and prevent downtime



Ready to Meet Your Light-Industrial Needs

Whatever Your Use Case



Manufacturing

- Work-in-process
- Product ID/serial numbers
- Packaging labeling
- Receiving/put-away labeling



T&L

- Order picking/packing
- Shipping/receiving
- Cross-docking
- Compliance labeling



Healthcare

- Laboratory labeling
- Blood bank labeling
- Asset tracking
- Unit-dose labeling
- Pharmacy labeling

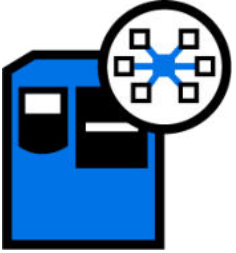


Retail

- Buy online pick up in store labeling
- Return tagging
- Price labeling
- Shipping labeling



Key Features



Standard

- USB 2.0
- Serial RS-232 Port
- Ethernet 10/100
- USB Host
- Bluetooth® Low Energy



Factory- or Field-Installable Options

- 802.11ac Wi-Fi™ option card
- 2nd Ethernet 10/100
- Applicator Interface



Pair and Print

Print Touch (NFC) lets you tap a compatible mobile device to pair and configure/print using Zebra setup utility app

Connect your ZT231 to your existing wired or wireless network, or directly to any PC.

Simplify Media Loading

- Guided, intuitive paths make loading media quick and easy
- Color-coded touch points
- Maximize uptime

Media Handling Options

- Cutter
- Peeler
- Peel and present with liner take up (factory fit only)



Liner take-up model with peel and present

Broad Media Flexibility

- Large ribbon roll capacity
- Fewer media changes
- Fully adjustable sensors offer greater media flexibility

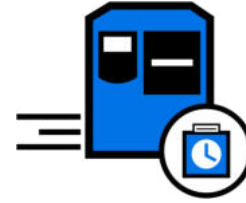


ZT231 with cutter option

The ZT231 –

More Features for Your Budget

That's How Zebra Does Value



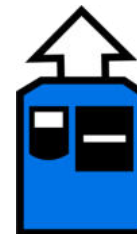
**Faster Print
Speeds**



**RFID Printing
and Encoding***



**All-New Color
Touchscreen**



**Future
Upgradeability**

ZT231

Premium features and next-generation flexibility

Durable, all-metal construction
for long-lasting performance

Standard 4.3-inch, full-color
LCD touch screen

Guided paths for speedy
media loading

Field-installable
RAIN RFID*

Field-installable wireless kit
with fast 802.11ac Wi-Fi

Seamless integration into
existing fleets

Zebra's exclusive Print DNA
software suite makes it easy to
setup, operate, manage and
maintain – onsite or remotely

Unmatched security for quality,
peace-of-mind printing with built-in
protection and performance

Future upgradable capabilities

Evolves with your business needs



* RFID option availability subject to review;
contact your Zebra account team for more information

**Change Settings with
the Touch of a Finger
or Gloved Hand**

Large, Full-color 4.3' Touch Display

- See status at-a-glance
- Easy-to-use menu
- Step-by-step wizards
- Troubleshooting animations
- Media guidance



Liner take-up model with
peel and present

Standard model with
tear bar



RFID

Ultra High Frequency RFID

Real-time Tracking and Visibility

- Zebra's exclusive RE40 RFID module
- Adaptive Encoding Technology allows greater media flexibility
- Simple to calibrate
- Eliminates complex placement guidelines
- Full-color touch display (standard)





Zebra is the global leader in RFID technologies, certified in 70 countries



Large Offering of In-Stock RFID Labels

- Realize the benefits of RFID faster
- Streamline proof-of-concept and implementation
- No long lead times or large minimum order quantities



Exceptional Performance and Consistency

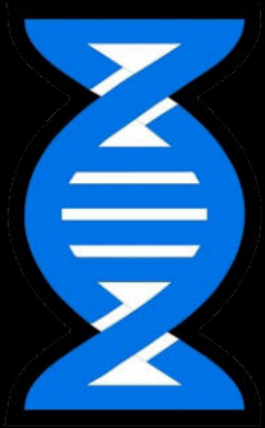
- Feature the latest chip technology
- Enhanced performance with Zebra-branded inlays
- ISO 9001:2015 quality processes



RFID & Label Solution Expertise

- Broadest, field-proven portfolio
- Understand what impacts application performance
- Knowledge to recommend a solution that delivers exceptional performance
- Experts in thermal printing





Print DNA

Your Printer's
Built-in Advantage

Print DNA suite of software will get your printer up and running quickly and securely. Print consistently, and uninterrupted with a solution that's fully integrated and interoperable, and that will enable your printer to evolve with your business needs.

**Print Securely and Confidently,
Without Hassles.**

Print DNA

Your printer's built-in advantage

CIO, Developer Manager
(IT, ISV, SW vendor)

Integrate

Effortlessly customize and integrate print apps for multiple environments and infrastructures

- Securely connect printers into cloud-based apps
- Integrate apps into systems with less cost and effort
- Add label and receipt printing to mobile solutions

Frontline Workers, Operations Manager,
Site Supervisor, Associate Manager

Optimize

Offer everyone super simple, reliable printing that makes their job so much easier to do

- Emulate legacy command languages
- Ensure continuous output with battery insight
- Quickly pair printer with mobile devices

DevOps, Network Admin,
Support Technician

Manage

Enable IT to remotely and conveniently manage and maintain printers anywhere, anytime

- Minimize printer management time and costs
- Assess real-time metrics on printers
- Connect printers to popular EMM solutions

Security Manager,
Database Admin

Secure

Give IT the ability to uncover potential vulnerabilities and defend against security attacks

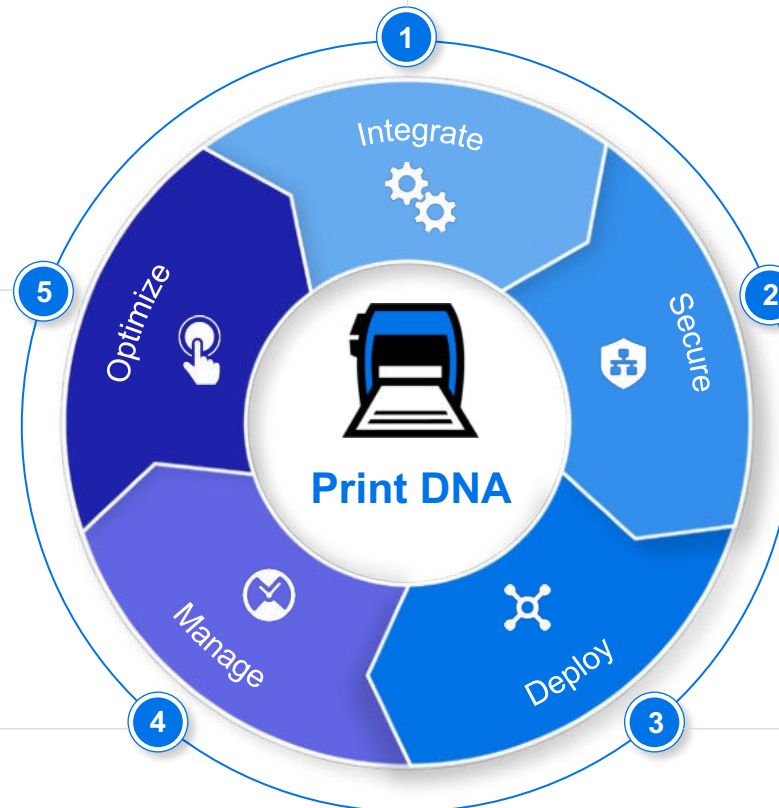
- Auto-update Wi-Fi certificates
- Encrypt connections and block unauthorized use
- Safely retire printers with a single command

DevOps, Network Admin

Deploy

Accelerate rollouts with an easy-to-use setup wizard, remote access and streamlined steps

- No specialized knowledge required
- The setup wizard detects your printers
- Create a profile and send to many printers



Protect Your Business from Damaging Security Threats with Zebra's PrintSecure

Not all security measures can measure up to your needs. Unlike other providers, only Zebra offers the comprehensive printer security you need for peace-of-mind protection. As you consider adopting new technology, consider these critical security attributes:

Built-in protection and performance

Highly effective security protocols and features; control onsite and network access to prevent tampering



Customizable for your needs

Compare your printer settings against best practices, adjust security levels based on your company needs



Automated security capabilities

A secure connected environment for you and your team



Aligned with globally recognized standards

Best practices and guidelines set by the world's security experts



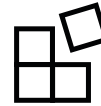
Continuous vigilance and support

See activities in real time to expose events before they happen and push updates on your schedule – onsite or remotely



Stop events quickly

Rapidly and effectively deactivate vulnerable printers to prevent further intrusion



Simpler maintenance and service

Remotely manage and maintain your entire networked printer fleet to maximize uptime and reduce the burden on IT



A leader in secure enterprises technology

Productivity and security are at the core of everything Zebra does





Supplies and Maintenance Plans

Supplies and Support – from the Source



Certified Supplies

**Print Confident. Print Quality.
Print Zebra.**



Printer Up Time

No supply-related
downtime



Workforce Productivity

Increased worker and
process efficiency



Customer Service Quality

No delays related to
printer supplies



TCO

Reduced capital,
operational, maintenance
and troubleshooting costs



Every year you spend
3 to 10 times the cost
of your Zebra printer on
printing supplies

Zebra OneCare[®] Portfolio

There's a Zebra service plan to fit every need

Zebra OneCare[™] Essential

- Comprehensive repair services
- 3-day repair turnaround time
- 8x5 local time technical support
- 3- or 5-year coverage
- Optional Visibility Services

Zebra OneCare[™] Select

- Comprehensive repair services
- Advance replacement
- 24x7 technical support
- 3- or 5-year coverage
- Spare pools management
- Device commissioning
- Optional Visibility Services

Better, smarter secure printing – with Zebra

Thank you



For more information, visit, www.zebra.com/zt231 and www.zebra.com/zt111

Zebra OneCareTM Essential

Maximize device uptime and performance with our core Zebra OneCare offering

What It Is

Basic assurance with comprehensive coverage and fast repair and return times.

What You Get

- Comprehensive Coverage: If it's broken, we fix it
 - Includes normal wear and tear and accidental damage
- 8x5 local time live-agent technical support and 24x7 access to self-service tools
- Priority repair turnaround time: 3-day depot repair
- VisibilityIQ OneCare
- 3- or 5-year coverage plans

Available For

Zebra printers, mobile computers and scanners.



Maximize device availability and ROI with our highest level of care

What It Is

Builds on Zebra OneCare Essential, offering expanded support hours, advanced device replacement and more.

What You Get

- Comprehensive Coverage: If it's broken, we fix it
 - Includes normal wear and tear and accidental damage; eliminates unpredictable and unexpected device repair-related costs
- Advanced Device Replacement via next business-day delivery

When you report a malfunctioning device, we ship a commissioned and ready-to-go replacement device the same day for next-business-day replacement
- 24x7 live-agent technical support
- VisibilityIQ OneCare
- 3- or 5-year coverage plans

Available For

Zebra printers, mobile computers and scanners.