



# Supplies solutions for retail

## Product labelling and price mark-down

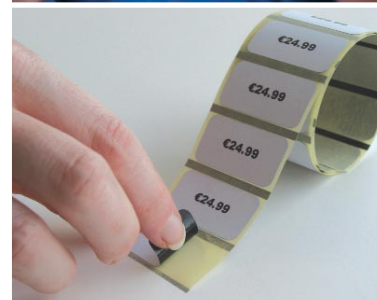
There is a range of label media ideal for product and price labelling:

**Direct 2100:** A direct thermal, self-adhesive material suitable for all product or price labelling applications. This label material comes with a freezer-grade adhesive and so can be used for re-labelling or mark-down of frozen foods.

**Direct Remove 2100:** A direct thermal material with a low-tack adhesive ideal for labelling gifts, clothing, books or CDs, where the label needs to be removed easily after purchase.

**Direct 1000 Blockout:** A direct thermal label with black adhesive that prevents the old price or product information from being seen through the label. Clothing retailers use these labels (printed on mobile printers) to change the price of garments.

**Direct 3000 Image Red:** A direct thermal label that prints a shade of red according to the printer tone (mobile) or density (desktop) setting. Ideal for retailers who want to highlight a new or reduced price in a different colour. Current users include a leading UK clothing retailer, for seasonal sales.

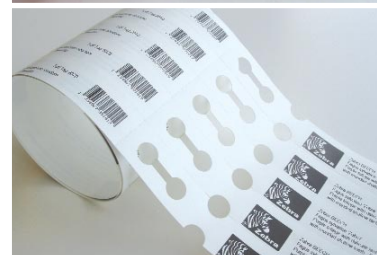


## Outdoor labelling

For do-it-yourself (DIY), home improvement stores or garden centres, Zebra has a range of outdoor labels and tags ideal for product, plant and shelf labelling.

**Tuff Tag 2070:** A thermal transfer opaque white polyolefin tag material designed to meet the requirements of demanding outdoor applications. Used with a Zebra® 3200 wax/resin ribbon, this material provides outstanding print quality and long-lasting results. This material is ideal for labelling plants and products that will be displayed or stored outdoors because of its water-resistance.

**Poly Trans 2000 Matt White:** A thermal transfer self-adhesive label material with good UV stability and water-resistance when used with a Zebra ribbon (3200, 2100). Ideal for indoor or outdoor shelf-edge labelling. Retailers use this material for shelf-edge labelling in their stores.



## Shelf-edge labelling

Shelf-edge applications can use either adhesive label or non-adhesive tag material that can be printed using mobile and wireless technology at the shelf edge or in the back office.

**PolyPro™ Direct 2100:** A direct thermal polypropylene material that is ideal for Zebra's mobile label-printer range. This material offers extra tear-resistance compared with paper. This ruggedness makes it more suitable for shelf-edge labelling or labelling of electronic shelf-edge units where the label needs to have a longer life.

**Direct Tag™ 1000:** A direct thermal tag material ideal for shelf-edge labels or for high-quality coupons. Used extensively by various leading retailers, this product can be pre-printed to individual customer requirements.



## Receipt printing for queue-busting, mobile point-of-sale and coupon printing

Receipt requirements range from standard economy paper to more specialised solutions.

Some retailers require pre-printed or high-temperature-resistant receipts, or receipts with special archive qualities. Zebra has a range of standard and speciality receipt papers that suit most retail receipt or coupon applications.

**Direct Tag 850:** A direct thermal 80-micron standard receipt paper ideal for indoor printing of receipts for payment and other receipt applications, as well as coupon printing where a heavyweight paper is not required.

**Direct Receipt 1060A10:** A 60-micron receipt paper that can be archived for up to ten years after printing. (Must be stored according to specification away from heat and direct sunlight.)



## Supplies for retail stores

Application	Product Name	Availability ZipShip <sup>SM</sup> /Custom	Printer type
Price, product labelling, withstands freezer temperatures	Direct 2100	ZipShip and Custom	All label printers
Price-labelling gifts – removable after application	Direct Remove 2100	ZipShip and Custom	All label printers
Price labelling or price mark-down to cover up the old price	Direct 1000 Blockout	Custom only	All label printers
Price mark-down. Red image highlights new pricing to customers	Direct 3000 Image Red	Custom only	Desktop and mobile
Plant tagging or labelling products stored outdoors (DIY) or in a harsh environment	Tuff Tag 2070	Custom only	Mid-range and high-performance
Shelf-edge labelling, outdoor (DIY) labelling	Poly Trans 2000 Matt White	Custom only	Desktop and mid-range
Shelf-edge labelling with direct thermal printers; tear-resistant	PolyPro Direct 2100	ZipShip and Custom	All label printers
Shelf-edge tags, high-quality receipts or coupons	Direct Tag 1000	ZipShip and Custom	All label printers
Standard receipts or coupons	Direct Tag 850	ZipShip and Custom	All label printers
Archivable receipt paper	Direct Receipt 1060A10	Custom only	All label printers

## ZipShip

Zebra's ZipShip stocking programme includes popular sizes of the most frequently ordered media for Zebra thermal printers. Our ZipShip product line offers media and ribbons for all Zebra brand printers.

**For further information, please contact your Zebra Supplies Internal Sales Representative.**

05/06