

Direct Thermal Printing Cuts Printing Time for Distribution Center

Situation

A large discount variety retailer with over 15,000 stores and five regional distribution centers across the United States and Canada was using thermal transfer labels to print at their central location. Because thermal transfer labels require ribbon replacement and loading, workflows were being slowed down by the extra time to replace ribbons, incorrect loading, and overall reduced printing efficiency.



Objectives

- Eliminate the need for thermal ribbons in their central printing area
- Increase printing efficiency and workflow speed

Zebra's Solution

The customer thought their only option was to use thermal transfer labels. They did not realize their Zebra industrial printer could also print direct thermal labels.

Z-Perform 2000D Direct Thermal Paper Label

- Zebra educated the customer on the durability and reliability of direct thermal labels for their central print area.
- The customer updated their printer setting to print in direct thermal mode and adopted Z-Perform 2000D direct thermal paper labels.

Outcome

- Reduced printing time
- Eliminated the need to order and maintain stock of a thermal transfer ribbons
- Eliminated print quality issues due to incorrect installation of the thermal ribbon

Zebra Certified Supplies

Exceptionally Consistent. Consistently Exceptional.

Pre-tested materials and quality processes

- ISO 9001-certified; 23-point inspection process
- Materials selected for premium performance
- Consistent materials from order-to-order. We never substitute materials.

Exceptional service to accelerate operations

- One of the world's largest selection of pretested thermal printing supplies
- Four shipping locations in the U.S., two in EMEA
- Ready to ship orders immediately so you receive them when and where you need them
- Able to design, produce and deliver custom printing supplies to meet unique needs

Expertise to improve your operations

- Experts in thermal materials and label converting
- Experience solving a wide variety of unique labeling challenges for thousands of customers
- R&D scientists have degrees in materials science, organic and physical chemistry, chemical and bio-medical engineering, enabling the recommendation of the right solution.

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