

# Zebra ZT200 Series Frequently Asked Questions

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## What is the ZT200 series?

The ZT200 series of printers are the next generation of Zebra's value priced tabletop printers. The printers feature improved print quality, consumer based styling (less boxy) a smaller footprint and simpler set up compared to the S4M.

The ZT200 series of printers consists of two price point options, although the only substantive difference in terms of features between the ZT220 and ZT230 is the material used for the external cover. Both printers in the ZT200 series are built on a common platform and share the same internal mechanical components. The primary difference between the the products is the material used for the external cover, ribbon length, and the user interface.

## ZT230

The ZT230 is the premium product within the ZT series. Distinguishing features of the ZT230 include the mostly metal printer cover, an icon based LCD graphical user interface, and larger print ribbon capacity (450M). The ZT230 is the next generation replacement for the S4M, having the same list price while offering an enhanced feature set and improved mechanical and functional design. The ZT230 will be available in all countries in which Zebra sells products.

## ZT220

The ZT220 is the lower priced option in the product series. The ZT220 does not have a LCD GUI, offers smaller print ribbon capacity (300M) and utilizes an all plastic cover. The ZT220 is intended to fill a product gap between the bottom midrange printer (currently the S4M) and the top of the desktop printer line (currently GX430). The ZT220 is also a good replacement candidate for ageing S600 and S400 printers. The ZT220 will be available in all countries in which Zebra sells products.

## What product(s) does the ZT200 replace?

These printers will replace the S4M printer.

## How should the ZT200 Series be positioned?

The ZT200 series of printers will fill the good product category of the tabletop product line. ZT200 is a midrange printer and sits below the better category (ZM and 105SL) and best category (Xi) in terms of overall features and functions.

The ZT200 Series is intended for light industrial and commercial applications. The target customer applications will have lower print volume requirements (less than 2000 labels per day), not change labels very frequently and desire a simple, easy to use printer.

### **What are the differences between the ZT200 series and the current S4M?**

The “box specs” of the ZT printers are not significantly different from the S4M. However, a key element of the underlying design philosophy of the ZT Series of printers is the inclusion of features to make the printers more appealing to end users. The design team conducted user interviews to determine the key customer pain points. This input was used as the basis for the design changes, focusing on addressing customer needs and concerns with existing printers. The ZT series of printers are more user friendly than current printers with simpler use and maintenance. This is an important competitive differentiator that leverages and builds on Zebras industry leading reputation for quality and durability.

<b>Printer Model</b>	<b>Max Ribbon Length</b>	<b>Max Print Speed</b>	<b>User Interface</b>	<b>Cover Material</b>	<b>Print Resolution</b>	<b>Programming Language (see note)</b>	<b>Print Mode</b>
ZT 230	450 M	6 ips	LCD	Metal	200/300 dpi	ZPL	Direct/ Transfer
ZT 220	300 M	6 ips	LED	Plastic	200/300 dpi	ZPL	Direct/ Transfer
S4M	450 M	6 ips	LCD	Metal	200/300 dpi	EPL/ZPL	Direct/ Transfer

### **When will the ZT200 series ship with EPL?**

This will be added in early Q3 of 2012.

### **Can the ZT200 series directly replace installed S4M printers?**

Yes, the ZT230 is a direct replacement for the S4M. The ZT220 can also replace the S4M but the ZT220 has a smaller ribbon (300M) and does not contain the LCD interface.

### **Can the ZT200 series directly replace legacy Stripe printers (S600 and S400)?**

Yes, although the S600 (like the S4M) had a standard length 450M ribbon.

# Printer Features

## What are the dimensions of the printer?

- Closed - 11" H x 9.5" W x 16.76" D
- Open - 17.5" H x 9.5" W x 16.76" D

## What accessories are available for the ZT200 series?

The ZT200 series accessories include:

- Cutter
- Dispenser (peeler)
- Liner take up (only available on the ZT230)

## What are the connectivity options?

All printers come standard with serial and USB 2.0. Optional are Centronix parallel, 10/100 Ethernet, and 802.11 a/b/g/n wireless. Only one of the optional connectivity types (parallel, Ethernet or wireless) can be installed in the printer at one time due to the single card slot.

## How much memory is standard on the ZT200 series printers?

The ZT200 series printers have 128MB SDRAM and 128MB Flash as standard.

## What is the maximum media size the ZT200 series supports?

The ZT200 series can support media widths up to 4.09" (104mm) and maximum label length of up to 39" (xxx mm). The media core is 1" – 3" (25mm – 76mm).

## Can the same ribbon and media used for the S4M and Stripe printers be used in the ZT200 series?

Yes, but the ZT220 can only accommodate a 300M ribbon.

## Can non-Zebra ribbon and media be used in the ZT200 series?

Yes, as long as the size requirements are met. Always recommend genuine Zebra supplies due to potential quality issues with non-Zebra ribbon and media. Poor quality ribbon will shorten print head life and impact print quality.

Lower quality media when the printer is used in direct thermal mode will also shorten print head life. This is because the back of low quality thermal media is not coated and acts as an abrasive as it moves through the print head.

### **Does the ZT200 series support RFID?**

No, we do not currently have RFID capabilities.

### **What sensors does the ZT200 series contain?**

- Transmissive – fixed
- Reflective – adjustable
- Head open
- Take label (with peel option – requires installation)
- Print head over temperature
- Ribbon

### **What comes in the box?**

- Printer
- Two (2) empty ribbon cores
- Power cord
- Documentation (printer manual on CD, quick start guide, safety guide and warranty card)