



Selling Guide: ZD200 Series Desktop Printers

June 18, 2019





AGENDA

**Customer
Engagement
Questions**

**Upgrade
Opportunity**

**Competitive
Fight Sheets**

**Competitive
Feature
Comparison**

**Sales Tools
and Resources**

Customer Engagement Questions

Customer Engagement Questions

- Are you replacing printers more frequently than you'd like?
- How often does your printer require service or repair?
- Is your budget printer actually costing you more than you know?
- Do you need a simple printer that is easy to operate?
- Are you looking to eliminate staff training time?
- When your current printer needs attention, do workers know what to do?
- What type of printer management do you have?
- Do you have media handling options on your desktop printer?
- How frequently are you changing media?
- Are you looking for more features and advanced connectivity options in your value printer?



Upgrade Opportunity: ZD200 Series vs. GC420

Upgrade Opportunity: ZD200 Series vs. GC420

The following chart highlights why your customer should upgrade from Zebra's GC420 desktop printer.

Feature	Zebra ZD200 Series	Zebra GC420	Why it Matters
Physical			
Size	Direct Thermal: 8.6 in. x 6.9 in. x 5.9 in. 220 mm x 176 mm x 151 mm Thermal Transfer: 10.5 in. x 7.75 in. x 7.5 in. 267 mm x 197 mm x 191 mm	Direct Thermal: 8.2 in. x 7.9 in. x 6.7 in. 208 mm x 201 mm x 170 mm Thermal Transfer: 9.4 in. x 7.9 in. x 6.8 in. 239 mm x 201 mm x 173 mm	Approximately the same size, yet lighter weight, the ZD200 Series requires minimal space to easily fit in crowded work areas.
Weight	ZD220*: 2.5 lbs/ 1.1 kg ZD230*: 2.5 lbs/ 1.1 kg	GC420d: 3 lbs/ 1.4 kg GC420t: 3.2 lbs/ 1.5 kg	
User Interface			
Display	Single LED status indicator	Single LED status indicator	Users can easily and quickly determine printer status at a glance with the ZD200 Series.
Navigation	Single button for feed/pause	Single button for feed/pause	Simple operation requires minimal training.

*Not available in all regions.

Upgrade Opportunity: ZD200 Series vs. GC420, cont.

The following chart highlights why your customer should upgrade from Zebra's GC420 desktop printer.

Feature	Zebra ZD200 Series	Zebra GC420	Why it Matters
Connectivity			
Connectivity	ZD220: Standard USB ZD230*: Standard USB; Factory-installed connectivity options include: <ul style="list-style-type: none">• USB and Ethernet• USB and Bluetooth 4.1• USB 802.11ac Wi-Fi and Bluetooth 4.1	USB, Parallel and Serial	While the ZD220 offers basic USB connectivity; the ZD230* gives users the flexibility to include wireless communication to network printers without a dedicated computer.
Ribbon Characteristics			
Ribbon Length	ZD220*: 74 M / 244' ZD230*: 74 M / 244', 300 M / 984'	74 M / 244'	Change media less often by using a 300 M ribbon roll with the ZD230*.
Other			
Memory	128 MB SDRAM, 128 MB Flash	8 MB SDRAM / 8 MB Flash	The ZD200 Series includes much larger memory to store fonts and graphics needs today, as well as all the firmware upgrades and new Print DNA tools for years to come.

*Not available in all regions.

Upgrade Opportunity: ZD200 Series vs. GC420, cont.

The following chart highlights why your customer should upgrade from Zebra’s GC420 desktop printer.

Feature	Zebra ZD200 Series	Zebra GC420	Why it Matters
Other			
Programming Languages	ZPL II, EPL 2, XML	EZPL (ZPL, ZPL II and EPL2)	More programming languages on the ZD200 Series enable customers to easily replace legacy printers using ZPL, EPL or non-Zebra command languages.
Operating System	Print DNA powered by Link-OS Basic	Zebralink	ZD200 Series printers feature a core set of Print DNA software applications, powered by Link-OS Basic, to deliver a cost-effective and dependable print experience—today and tomorrow.
Print Speed	ZD220*: 4" per second ZD230*: 6" per second	GC420: 4" per second	Print labels faster with the ZD230*.
Media Handling Options	ZD220*: Factory-installed peeler ZD230*: Factory installed peeler or cutter	GC420: Dispenser – label peel and present with label present sensor	More options to make media handling faster and easier.

*Not available in all regions.

Competition: Product Fight Sheets

Fight Sheet

SATO OS-2140DZ/OS214 plus

SATO OS-2140DZ/OS-214 PLUS KEY WEAKNESSES

- Slower print speed than the ZD230*
- Less ribbon flexibility than the ZD230*
- Fewer connectivity options than the ZD230*
- Doesn't emulate printer languages
- Limited printer management

SATO OS-2140DZ/OS-214 PLUS KEY STRENGTHS

- Offers an optional cutter; the ZD220 offers an optional, factory-installed peeler
- The OS-2140 DZ offers USB and Serial connectivity; the OS-214plus model offers Parallel; the ZD220 includes USB



*Not available in all regions.

Fight Sheet

SNBC BTP-L42II

SNBC BTP-L42II KEY WEAKNESSES

- Slower print speed than the ZD230*
- Less ribbon flexibility than the ZD230*
- No media handling options
- Fewer connectivity options than the ZD230*
- Limited printer management

SNBC BTP-L42II KEY STRENGTHS

- Offers Ethernet and WLAN (Wi-Fi) connectivity options; the ZD220 includes USB



*Not available in all regions.

Fight Sheet

Honeywell PC42

HONEYWELL PC42 KEY WEAKNESSES

- Slower print speed than the ZD230*
- Less ribbon flexibility than the ZD230*
- Fewer connectivity options than the ZD230*
- Fewer media handling options
- Limited printer management

HONEYWELL PC42 KEY STRENGTHS

- The PC42 supports a 300 M ribbon roll; the ZD220 supports a 74 M ribbon roll; the ZD230* supports both a 300 M and a 74 M ribbon roll
- The PC42 offers USB, Ethernet and Serial connectivity; the ZD220 includes USB



*Not available in all regions.

Fight Sheet

TSC TE200

TSC TE200 KEY WEAKNESSES

- Fewer connectivity options than the ZD230*
- Fewer media handling options
- Limited printer management
- No global support

TSC TE200 KEY STRENGTHS

- The TE200 can print labels up to 6" per second like the ZD230*; the ZD220 prints labels up to 4" per second
- The TE200 supports a 300 M ribbon roll like the ZD230*; the ZD220 supports a 74 M ribbon roll
- The TE200 offers USB and Bluetooth, the ZD220 includes USB connectivity



*Not available in all regions.

Competition: Feature-to-Feature Comparison Charts

Competitive Comparison

In the following chart, where appropriate, green shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra ZD220*	Zebra ZD230*	SATO OS-2140DZ/OS-214plus	Honeywell PC42	TSC TE200
Physical					
Size	Direct Thermal: 8.6 in. x 6.9 in. x 5.9 in. 220 mm x 176 mm x 151 mm Thermal Transfer: 10.5 in. x 7.75 in. x 7.5 in. 267 mm x 197 mm x 191 mm		7.32 in. x 10.94 in. x 6.5 in. 186 mm x 278 mm x 165 mm	11.7 in x 8.9 in x 7.0 in 297 mm x 226 mm x 177 mm	8.03 in. x 6.46 in. x 11.02 in. 204 mm x 164 mm x 280 mm
Weight	2.5 lbs / 1.1 kg	2.5 lbs / 1.1 kg	4.4 lbs / 2.0 kg	5.5 lbs / 2.5 kg	5.29 lbs / 2.4 kg
User Interface					
Display	Single LED status indicator		Single LED status indicator	Single LED status indicator	Single LED status indicator (3 colors: green, amber & red)
Navigation	Single button for feed/pause		Single button for feed	Single button for feed	Single button for feed/pause

*Not available in all regions.

Competitive Comparison

Feature	Zebra ZD220*	Zebra ZD230*	SATO OS- 2140DZ/OS- 214plus	Honeywell PC42	TSC TE200
Printer Specifications					
Print Width	4.09 in. / 104 mm		4.16 in. / 105 mm	4.1 in. / 104.1 mm	4.25 in. / 108 mm
Max Print Speed	4 ips (102 mm/s)	6 ips (152 mm/s)	4 ips (102 mm/s)	4 ips (102 mm/s)	6 ips (152 mm/s)
Resolution	203 dpi	203 dpi	203 dpi	203 dpi	203 dpi
Ribbon Length	74 M / 244'	74 M / 244', 300 M / 984'	92 M / 302'	75 M / 246', 300 M / 984'	110 M / 361', 300 M / 984'
Peeler	Yes	Yes	No	No	No
Media Sensors	<ul style="list-style-type: none"> Moveable black mark sensor, limited range from center to left side Fixed off-center gap sensor 		Reflective used for both Gap & I-mark	Not specified	<ul style="list-style-type: none"> Transmissive gap sensor Black mark reflective sensor (position adjustable)

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Competitive Comparison

Feature	Zebra ZD220*	Zebra ZD230*	SATO OS- 2140DZ/OS- 214plus	Honeywell PC42	TSC TE200
Other					
Connectivity	Standard: USB	Standard: USB; Factory-installed options include: <ul style="list-style-type: none"> • USB and Ethernet • USB and Bluetooth 4.1 • USB 802.11ac Wi-Fi and Bluetooth 4.1 	OS-2140DZ: RS-232, USB OS-214plus: Parallel, RS-232, USB	Standard: USB Device, USB Host; Factory-installed options include: <ul style="list-style-type: none"> • Internal Ethernet • Serial port 	Standard: USB 2.0; Factory-installed option: Internal Bluetooth 4.0
Memory	128 MB SDRAM, 128 MB Flash	128 MB SDRAM, 128 MB Flash	8MB RAM, 4MB Flash	64 MB SDRAM, 64 GB Flash	16 MB SDRAM, 8 MB Flash
Supported Languages	ZPL II, EPL 2, XML, Printer Emulation through Print DNA Virtual Devices	ZPL II, EPL 2, XML, Printer Emulation through Print DNA Virtual Devices	PPLZ	Direct Protocol (DP), ZSim (ZPL II), ESim (EPL)	TSPL-EZD (Compatible to EPL, ZPL, ZPL II, DPL)

*Not available in all regions.

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Sales Tools and Resources

Sales Enablement Tools

Internal Zebra Tools	Partner Tools	External Tools
Product Beauty Photography (ZD220, ZD230)	Product Beauty Photography (ZD220, ZD230)	Spec Sheets (ZD220, ZD230)
Selling Presentation	Selling Presentation	Customer Presentation
Battle Card	Battle Card	Product Page on Zebra.com
FAQ	FAQ	
Product Descriptions: Short, Medium, Long	Product Descriptions: Short, Medium, Long	
Comparison Guide	Comparison Guide	
The Source Product Page	Co-Branded Asset Tool Kit (retail and healthcare)	
Product Podcasts	Product Podcasts	
Solution Center Updates	Partner Gateway Microsite	

ZD200 Series Resources

Marketing Reference Material on the Web

The Source (for internal Zebra only): <http://zebra.gosavo.com/>

Partner Gateway: <https://partnerportal.zebra.com>

ZD200 Series Product Home: www.zebra.com/zd200series

Services: www.zebra.com/zebraonecare

Learning Portal: https://partnerportal.zebra.com/PartnerPortal/resources/education/portfolio_training.aspx

Solution Builder: <https://solutionbuilder.zebra.com>

Developer Tools: <https://developer.zebra.com>

Print DNA: www.zebra.com/printdna

Support: www.zebra.com/support

Thank You



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