

OVERVIEW

Zebra® ZD220™ Desktop Printer

Give your customers just what they want: basic features, quality construction and exceptional value. Many value printers include cheaper components that can't stand up to demanding duty cycles, creating downtime for repairs, and often require replacement after only a short period of use.

Give them a better option. Zebra's ZD220 desktop printer delivers reliable operation with just the right features—all at an affordable price, both at the point of purchase and across the entire lifecycle.



Features & Benefits

Top 3 Customer Messages

1 Quality and reliability you depend on

- Engineered with Zebra quality, the ZD220 is built to last for years
- Dual-wall construction adds durability to handle demanding duty cycles
- A core set of Print DNA software applications, powered by Link-OS® Basic, deliver a cost-effective and dependable print experience—both today and for years to come
- ENERGY STAR® qualified to reduce your operational expenses

2 Speedy integration to get printing quickly

- Simple to install and begin printing
- USB connectivity allows for universal interoperability
- Replace legacy printers using ZPL, EPL or non-Zebra command languages with ease
- Expedite media changes with Zebra's OpenACCESS™ clamshell design

3 Basic features + simple operation:

- The basic features you need to keep your workflows moving, including producing 4-inch labels quickly at up to 4" per second
- A single LED indicator and single button for feed/pause make it easy to operate and identify printer status
- Increased memory allows you to store more fonts and graphics
- Choose from direct thermal or thermal transfer models, and add an optional factory-installed peeler

Industry Applications

Light Manufacturing

- Product labeling
- Asset management
- Inventory management
- Work-in-process tracking

Transportation & Logistics

- Shipping labels
- Cross docking

Retail

- Price labeling
- Receipt printing

Healthcare

- Patient identification

Qualifying Questions

Q Are you replacing printers more frequently than you'd like?

A Many value printers include cheaper components that can't stand up to demanding duty cycles, creating downtime for repairs, and often require replacement after only a short period of use. The ZD220 desktop printer is engineered with Zebra quality. Components like a dual-wall construction – give it the strength to perform for years.

Q Is your budget printer actually costing you a bundle?

A A low purchase price doesn't always save you money. You need value at the point of purchase, and for it to extend across the lifetime of your printer. Priced just right to match your budget, the ZD220 also saves you money throughout its lifecycle. It is ENERGY STAR® qualified to reduce your operational expenses, and quality built to outlast the competition. Pair with an affordable service plan to avoid costly repairs and prolonged downtime. Further ensure consistent, optimized performance of your Zebra printer by using Zebra Certified Supplies.

Q Do you need a simple printer that is easy to operate?

A Training staff how to use new equipment takes time and is costly. Eliminate it. The ZD220 is intuitive to use and simple to operate. It features a single LED indicator and single button for feed/pause so your team can quickly identify printer status at a glance. Media is fast and easy to change with the OpenACCESS™ clamshell design.

Sales/Reference Materials

The Source (for internal Zebra only):
zebra.gosavo.com

ZD220 Series Product Page:
www.zebra.com/zd220
www.zebra.com/zd230

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

Services:
www.zebra.com/zebraonecare

Support Pages:
www.zebra.com/support

Supplies & Accessories

Ensure consistent, outstanding quality to increase customer efficiency and productivity. Zebra Certified Supplies result in less wear and tear on printers and increase longevity. Standard and custom label supplies provide a recurring revenue stream, as well as an opportunity to continually connect with your customers.

Accessories:

- Choose from direct thermal or thermal transfer models
- Add an optional factory-installed peeler

Objection Handling

Operations Manager: Non-Zebra Customer	Operations Manager: Zebra Customer	Technology Decision Maker: Purchasing
“My current printers are less expensive, and I don’t want to have to deal with the problems that come with replacing and reconfiguring printers and training my staff.”	“My Zebra printers are still running fine. Why would I replace them?”	“Our budget is tight. Price is important. Tell me why I should invest in a Zebra printer.”
Response:	Response:	Response:
<p>A cheaper purchase price doesn’t always save you money. The ZD220 is quality built and can easily integrate.</p> <ul style="list-style-type: none"> Engineered with Zebra quality components including a dual-wall construction, it is built to outlast the competition Emulates other command languages for easy integration and replacement of other printer brands 	<p>When the time is right, Zebra is ready. Technology is always advancing. Get ahead of it with Zebra Print DNA, powered by Link-OS Basic.</p> <ul style="list-style-type: none"> Features a core set of Print DNA software applications, powered by Link-OS Basic, to deliver a cost-effective and dependable print experience 	<p>The ZD220 desktop printer is built to last and save you money throughout the printer’s lifecycle, reducing total cost of ownership.</p> <ul style="list-style-type: none"> Value-priced to match your budget ENERGY STAR qualified to reduce your operational expenses Quality built to outlast the competition

Whats in the Box?

In addition to the printer, also included are: power supply, power cord and USB cable

Services

Keep your customers’ printers operating at peak performance and enable their critical business operations with **Zebra OneCare Support Services**, which help eliminate unexpected repair costs, maximize device uptime, and generate more revenue and margin on your printer sales.

Help your customers get unparalleled insight into the health, usage and performance of their devices with **OVS and AVS Visibility Services**. As their trusted advisor, you can white label Zebra’s service to add to your portfolio of services and increase your revenue and margins, while proving real value: you can help your customers instantly obtain the answer to critical device questions such as: Where are my devices? Are they ready to use? How many devices are in the repair depot? Which devices are being under-utilized? Which printers are bearing the heaviest load? How many devices are out of contact? And more...



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