



THE ZT400 SERIES: THE TOP 5 REASONS TO SELL

This sales tool presents the benefits you'll enjoy as a partner when you sell the ZT400 Series Industrial Printer, along with links to training and customer-facing resources to assist in your sales efforts. The 'sister' fact sheet, Why Should You Buy the ZT400 Series, is designed as a handout for your customers at the start of the sales process — it presents the top 5 benefits the ZT400 Series will provide to your customers, along with links to customer-facing sales collateral.

KEEP YOUR CRITICAL OPERATIONS RUNNING EFFICIENTLY WITH THE ZT400 SERIES INDUSTRIAL PRINTERS

The ZT400 delivers versatility, reliability and performance to meet your customer's industrial printing needs. They can see printer status at a glance and change settings quickly with the standard 4.3-inch full-color touch display. Available in three print resolutions and two print widths, along with field-upgradeable RFID encoding options for either general purpose UHF RFID tags or thicker on-metal tags, the the ZT400 Series addresses a broad array of applications.



WHY SHOULD YOU SELL THE ZT400 SERIES?

TOP 5 RESELLER BENEFITS

1

Put more money in your pocket.

There's so much more to sell beyond the printer itself. Increase your margins by selling the optional dual wireless radio card. Add a field-installable peeler or cutter, and deliver RFID capabilities including on-metal asset tagging. Zebra OneCare support services are affordable, while providing the protection customers need. Sell your customers the best with Zebra Certified Supplies — designed and rigorously tested for optimum performance with Zebra printers.

2

Don't gamble when it comes to your customers.

If you want to sell trusted technology that you know will work for years, sell Zebra. The ZT400 Series builds on the legacy of the reliable and popular Z Series, with field-proven 24/7 reliability, even in the harshest conditions. And, since Zebra is known as an industry leader in industrial printing, you're selling the best — you don't have to worry about how the ZT400 Series will perform and if it will last.

3

Opportunity is knocking everywhere.

The ZT400 Series printer gives your customers plenty of options and reasons to say yes. Your existing installed base is full of customers using Zebra and other manufacturer's printers that are nearing end of life. Since the very versatile ZT400 is adaptable for evolving needs and built to handle a wide range of media and applications, including RFID, it addresses virtually any mid-volume industrial printing requirement. Deliver an outstanding user experience with features like the large color touch display to see printer status at a glance and make settings changes quickly.

4

Plug, play and flip.

Since the ZT400 Series speaks virtually any printer language, you can easily flip your base, no matter what printer they are currently using — Zebra or a competitive printer. With Print DNA's Virtual Devices software integrated into the ZT400 Series, your customers can use the exact same label formats they use today — no modification needed.

5

Deliver unmatched value with Print DNA and Zebra services.

When you sell the ZT400 Series, you sell a printer with value-add features that no other competitive product can offer. Support for Print DNA apps —powered by Link-OS— provide a powerful differentiator, delivering features that simplify everything from remote management to deployment and security. And, Zebra OneCare services set the bar for device support, eliminating unexpected repair costs, maximizing device uptime, and generating more revenue and margin on your printer sale.

RESELLER RESOURCES

TARGET MARKETS

Manufacturing

- Work-in-process
- Product ID/serial numbers
- Package labeling
- Receiving/put-away labeling
- Item-level/asset tagging (RFID)

Transportation and Logistics

- Order picking/packing
- Shipping/receiving
- Compliance labeling
- Pallet/asset tracking (RFID)

Retail

- Distribution centers
- Back-of-store operations
- Item-level tagging (RFID)

Healthcare

- Lab/pharmacy labeling

SALES RESOURCES

[The Source \(for internal Zebra only\)](#)

[Partner Gateway](#)

- ZT400 Series Spec Sheet
- ZT400 Series RFID Spec Sheet
- ZT400 Series Battlecard
- ZT400 Series Selling Guide
- ZT400 Series Customer-facing Presentation
- And more...



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