



What is the ZT231 Printer?

Smart features. Small investment. Big payoff.

Meet Zebra's new value industrial printer

Rising demands and short turnaround times are accelerating your operations. You need a printer that can help you keep pace. One that delivers the ideal mix of just the right features at just the right price. Meet the ZT231.

Do you have a lot moving through your supply chain? Print at fast speeds with crisp resolution. Looking to simplify training? A large, intuitive color touchscreen makes it easy to use. Considering RFID? Add it on later as a field-installable upgrade. Plus, get true peace-of-mind security from Zebra-only intelligence. When you go with the leader in thermal printing, you'll reap the rewards for decades to come.



Why should you buy the ZT231 value industrial printer?

Top 5 Customer Benefits

1

Get more for your budget

The Zebra ZT231 hits the sweet spot between the right features and the right price. Keep up with demand with fast print speeds, crisp resolution and quick media loading. A variety of connectivity options give you greater flexibility. The durable ZT231 has an innovative architecture to evolve with technology, making it the smart choice that will last for years to come.

2

Make it easy for IT

Set up, troubleshoot and manage your printers from anywhere with ease with our robust suite of Print DNA apps. Customize your configurations so you can print your way without the hassle. Plus, quickly integrate the ZT231 into your existing fleet to get you up and running thanks to backwards compatibility and Printer Emulations.

3

Add capabilities to meet evolving needs

Buy what you need now and add features as your business grows. With field-installable upgrades like UHF RFID printing and encoding, wireless connectivity and media-handling options, you can tailor your printer to match your dynamic workflows. Solve today's and tomorrow's printing challenges with Zebra's ever-expanding Print DNA suite of apps.

4

Small footprint, big access

Get greater flexibility and use of your workstation with this printer's small footprint and space-saving bi-fold door that reduces the height of your printer when open. Save time with an intuitive design and color-code cues that make media loading and changes simple.

5

Your strong shield against attacks

Don't leave your data vulnerable to a cyber attack. Remove the worry of a breach with unparalleled security and protection with Zebra's PrintSecure, part of Print DNA. Easily access secure connections, identify vulnerabilities, push patches and stop intruders in their tracks.

Applications

Manufacturing

- Work-in-process
- Product ID/serial numbers
- Packaging labeling
- Receiving/put-away labeling

T&L

- Order picking/packing
- Shipping/receiving
- Cross-docking
- Compliance labeling

Healthcare

- Laboratory labeling
- Blood bank labeling
- Asset tracking
- Unit-dose labeling
- Pharmacy labeling

Retail

- Buy online pick up in store labeling
- Return tagging
- Price labeling
- Shipping labeling

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To learn more about the ZT231 visit www.zebra.com/ZT231



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