Product launch information

Zebra® ZXP Series 8™ retransfer card printer

Introducing the innovative best-in-class Zebra ZXP Series 8 printer. The first retransfer card printer from Zebra with the new ZMotif™ XML-based software platform.

This guide features:

- Selling the new Zebra ZXP Series 8 printer
- Marketing the new Zebra ZXP Series 8 printer
- More revenue opportunities

Selling the new Zebra ZXP Series 8 printer

What is retransfer technology?

Retransfer printing is superior to the direct-to-card print technology used by Zebra card printers until now. Direct-to-card technology prints the image directly on the card, while retransfer technology prints on a film that is then bonded thermally to the card.

A few of the advantages of retransfer printing include superior image quality, true over-the-edge printing for a better-looking card and more area to print on, the ability to print on uneven card surfaces (e.g. smart cards) and a wider variety of cards (including non-PVC), and a more durable image with built-in tamper-evidence.

ZXP Series 8

Superior image quality meets customers' quality and brand requirements. Based on Zebra's photo-printer technology, the ZXP Series 8 printer uses image-processing algorithms to offer photo-quality images.

Best-in-class throughput

- Simultaneous dual-sided image-transfer process applies film to both sides of the card in a single pass
- Efficient landscape printing mode

Easy printer integration and management make custom project implementation faster and easier.

- New ZMotif software enables easy setup and faster deployment, saving IT time and costs and creating faster ROI
- Windows®-certified drivers ensure application compatibility, ease of use and investment protection with existing software investments and infrastructures
- A variety of connectivity interfaces are available for easy integration

Modular design with a variety of options such as magnetic-stripe encoder, smart-card contact- or contactless-encoder, give customers the flexibility to add functions as needs change.

Reliable product with durable construction includes the best-in-class engineering to meet customer demands, and to minimise maintenance requirements and total cost of ownership.

Coming soon
Additional features and options coming soon are, single- or double-sided lamination, with clear or hologram custom images, UHF Gen 2 RFID encoder, 10/100/1000 Ethernet and 802.11b/g wireless connectivity.

Target markets and opportunities

- Public sector: Government and state ID/access control; driving licences; voter registration cards; national ID cards
- Services: Instant issuance of ATM, debit and non-embossed credit cards; patient ID; employee ID/access control; people-tracking
- Retail: Gift and loyalty cards; ID/access control; cash cards for gaming, cruise lines and entertainment
- Transportation: ID/access control; tracking of assets and people
- Manufacturing: ID/access control; tracking of assets and people

For card applications that require photo-like images, fast print speeds, easy system-integration tools and a modular design with a variety of options, the ZXP Series 8 printer with ZMotif software is the best and most reliable choice for retransfer card-printing.

Marketing the new Zebra ZXP Series 8 printer

Zebra's sales and marketing tools can be used to promote the launch of the Zebra ZXP Series 8 printer, generating demand quickly, simply and economically.

Advertisement

Incorporate this advertisement into your catalogue or add to your regular advertising schedule. Available for ID, healthcare and retail applications.

Direct mail

Target your customers using this self-mailer (210x148mm), featuring the key benefits of the Zebra ZXP Series 8 printer.

Electronic direct mail

Create a FREE, ZXP Series 8 personalised electronic direct mail with your logo, call-to-action and contact details. This tool immediately provides you with an HTML file to send out to your customers. Visit the Campaign Zone on MarketingStore, via the PartnerPortal, to use this co-brand tool.

Web banner

Try our NEW Web-banner personalisation tool in the Campaign Zone on MarketingStore. Create a Web banner incorporating your call-to-action and logo and download a Web-ready file immediately.

Virtual tour

See the Zebra ZXP Series 8 printer in action. Add our virtual tour to your presentations to easily demonstrate the innovative dual-sided image-transfer process.

More revenue opportunities

Supplies

Your choice of card-printer supplies is critical. It is a primary factor affecting the reliability and consistency of printing. Genuine Zebra supplies meet stringent quality standards and are tested for optimum performance with Zebra card printers.

Genuine Zebra supplies have been developed specifically for this printer using our RFID technology to optimise ease of use.

- Printer automatically calibrates "intelligent" i Series™ ribbons, films and laminates and is designed for easy ribbon loading – increasing productivity, reducing downtime and minimising training
- Dual-sided lamination process with patented linerless laminate is waste-free and lowers the cost per card

Educate your pre-sales and repair teams

Improve your ability to demonstrate, optimise and maintain our new Zebra ZXP Series 8 printer.

Product training for the Zebra ZXP Series 8 printer is available.

Request your place through our online training schedule on AccessZebra: https://private.zebra.com

Useful information

Full product information and marketing resources can be found at **www.emea.zebra.com/en/zxp**
Any other queries should be directed to your **Zebra Authorised Distributor** or **Zebra Account Manager**