

# Zebra® P4T™/RP4T™ printer

**Introducing the world's first mobile thermal-transfer printer with optional UHF RFID encoding capability**

**This guide features:**

- Selling the new Zebra P4T/RP4T printers
- Marketing the new Zebra P4T/RP4T printers
- More revenue opportunities



# Selling the new Zebra P4T/RP4T printer

## P4T/RP4T features

**Flexibility:** The P4T/RP4T can be used as a thermal-transfer printer or an RFID printer, with various combinations of functionality. In addition, the device will allow for direct-thermal printing should a thermal-transfer ribbon be absent.

**Durability:** The printer itself is rugged for outdoor use – an IP14 dust- and water-resistance rating, increasing to IP54 dust- and water-resistance when used with an optional soft case. Damage-resistant to multiple drops of up to 5 feet (1.52m) to concrete.

As a thermal-transfer printer, the P4T can print bar code labels that are suitable for harsh environments. The printer combined with genuine Zebra supplies produces 2- to 4-inch-wide (51mm to 102mm) labels or receipts that will withstand harsh environments and offer archival longevity ranging from 18 months to up to ten years in outdoor applications.

**Mobility:** The P4T/RP4T brings the functionality of thermal-transfer and RFID fixed printers into a mobile printer. The printer uses the latest wireless connectivity options including Bluetooth® 2.0 and 802.11 b/g, further enhancing the flexibility of its operation.

**Ease of use:** The P4T/RP4T has a sleek ergonomic design that is comfortable to carry and simple to use. It also has intelligent features to make it even easier to use. The smart battery allows end users to monitor the battery status, ensuring that it is strong and healthy enough to meet the demands of the day. The battery will also keep record of its number of full and part charge cycles, helping the user to plan battery replacement intervals as it approaches end of life.

The smart cartridge solution makes printing easier by defining the ribbon type, auto-adjusting for optimal print quality and detecting when the printer is nearing the end of the roll. The smart cartridge even switches the printer to direct-thermal printing if a ribbon cartridge is not detected.

**RFID:** As an RFID printer, this printer can encode and print smart labels that can be read by RFID scanners, where and when you need them. Using the RFID option, users can enhance data- and asset-tracking accuracy and improve mobile workforce efficiency.

## Popular configurations

Part number	Model	Print resolution	Print speed	Print technology	Connectivity
P4D-0UB0E000-00	P4T	8 dots per mm/203dpi	76.2mm/sec	Thermal transfer	Bluetooth
P4D-0UK0E000-00	P4T	8 dots per mm/203dpi	76.2mm/sec	Thermal transfer	802.11g
P4D-1UB0E001-00	RP4T	8 dots per mm/203dpi	76.2mm/sec	Thermal transfer and RFID	Bluetooth
P4D-1UK0E001-00	RP4T	8 dots per mm/203dpi	76.2mm/sec	Thermal transfer and RFID	802.11g





## Target markets and opportunities

The P4T/RP4T printer has a unique combination of features and benefits, combining thermal-transfer printing, RFID encoding and many new wireless features, all in a truly mobile platform.

**Key target applications include:**

- Manufacturing
- Transportation and logistics
- Healthcare
- Government – Military
- Police enforcement
- Mobile workforce
- Retail

Target those customers who might want to benefit from the following advantages:

**Mobility**

- On the move
- In remote locations
- Under extreme conditions
- When on-site efficiency and accuracy is vital

**Thermal-transfer**

Long-life labels that withstand the elements and deliver:

- Durability
- Longevity

**RFID technology**

- RFID-capable (RP4T)
- Capable of real-time tracking
- Data-driven
- Capable of ensuring brand protection

**Ease of integration**

- Supports latest security protocols
- Built on latest industry-standard platforms

## Marketing the new P4T/RP4T printer

Zebra's sales and marketing tools can be used to promote the launch of the P4T/RP4T printers, generating demand quickly, simply and economically.

**Advertisement:** Incorporate this advertisement into your catalogue or add to your regular advertising schedule. Available in A4 portrait format.

**Direct mail:** Target your customers using this self-mailer (210x148mm), featuring the key benefits of the P4T/RP4T printer. Both the front and back can be co-branded.

**Web banner:** Feature the Web banner on your own Web site, for continuity when respondents click through from your electronic direct mail. Available in two of the most common Web sizes (468x60 and 250x250 pixels), the animated file (not Flash®-based) is designed to run quickly and easily on any Web site.

**Electronic direct mail:**

Create a FREE, P4T 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 [www.accesszebra.com](http://www.accesszebra.com) to use this co-brand tool.

Further material to help you market and sell the new P4T/RP4T printers are provided on the CD in this launch pack.

**Web content**

**PowerPoint® presentation**



## Supplies

For optimal printing quality and proper printer performance, the P4T/RP4T is designed to work only with genuine Zebra smart batteries and ribbon cartridges.

Zebra offers supplies that are developed specifically for Zebra printers and are all made to a high standard.

- Genuine Zebra supplies are manufactured exclusively for Zebra printers
- All labels and ribbons are laboratory-tested for optimum performance

- Genuine Zebra supplies help minimise wear and tear on printheads
- A wide range of materials supports the full Zebra printer range

The chart of supplies for P4T/RP4T on the CD lists the products suited to the new printer and their corresponding part numbers.

## Educate your pre-sales and repair teams

Improve your ability to configure manage, optimise and maintain our new P4T/RP4T printers.

**Product training for the P4T/RP4T will now be added to following existing courses:**

- TR1028 Zebra Authorized Service Provider™ (ZASP™) Certification Training
- TR1032 ZASP Re-Certification Training
- TR1035 RFID Printer Training
- TR3001 Operator Training
- TR3002 Super Users Training

Request your place through our online training schedule on AccessZebra:

[https://private.zebra.com/reseller/sales/EMEA\\_training\\_schedule.php](https://private.zebra.com/reseller/sales/EMEA_training_schedule.php)

## Useful information

Full product information and marketing resources can be found at [www.emea.zebra.com/en/p4t](http://www.emea.zebra.com/en/p4t)  
Any other queries should be directed to your **Zebra Authorised Distributor** or **Zebra Account Manager**

©2008 ZIH Corp. ZASP Zebra Authorized Service Provider and all product names and numbers are trademarks, and Zebra and representation of Zebra Head are registered trademarks of ZIH Corp. All rights reserved. PowerPoint is either a registered trademark or trademark of Microsoft Corporation in the United States and/or other countries. Flash is either a registered trademark or trademark of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.



### Zebra Technologies – EMEA Headquarters & Sales Office

Zebra Technologies Europe Limited, Dukes Meadow, Millboard Road, Bourne End, Buckinghamshire, SL8 5XF, United Kingdom  
**Telephone:** +44 (0)1628 556000 **Fax:** +44 (0)1628 556001 **E-mail:** mseurope@zebra.com **Web:** www.zebra.com

### Other EMEA Locations

**Europe:** France, Germany, Italy, the Netherlands, Poland, Spain, Sweden **Middle East, Africa & India:** Dubai, India, South Africa