

# You can't print money, but you can save it.

What happens when you use inadequate printing supplies? You end up putting more money into your printers than labels and hurting productivity.



## Did that Come out Right?



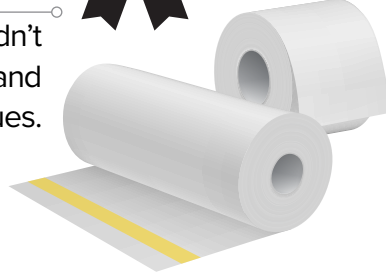
### Stop Scratching Your Printhead, or Worse

Sandpaper-like label surfaces cause printhead elements to fail prematurely, resulting in unreadable labels.



### End the Ink Buildup Slowdown

Pre-printed color shouldn't transfer to the printhead and cause print quality issues.



### Get Ready To Take the Heat

Different Heat Sensitivities of direct thermal materials require constant adjustments to printer settings to avoid barcode scannability issues.



### Avoid Adhesive Ooze

When label rolls are wound too tight, adhesive squeezes out. Then you're stuck with jams and a printer that won't print.



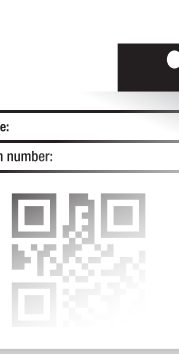
### Don't Accept Environment-Challenged

Labels that work in controlled conditions but fail in the field can be avoided.



### Strengthen the Label-Ribbon Relationship

Fading and print easily rubbing off happens when your ribbon is not matched to the label material.



### Beware of Labels that Don't Stick

Your label may not have the right adhesive for the asset being labeled or the application.



Zebra  
Certified  
Supplies

## It did, if you used Zebra Certified Supplies.



### Label Printing Perfected

with non-abrasive materials.



### Reprint and Replace are Retired

when the proper thermal materials are used.



### More Upside, Less Downside

with supplies made to eliminate downtime.



### Built-In Material Science

that's meticulously engineered, tested and ISO-certified.

### Engineered for Your Environment

— hot, cold, dirty, damp — there's a label.



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## How Much Do Inconsistent Printer Supplies Cost You? A Lot.

Make sure that what you put in your printer comes out right. Get the facts at <https://www.zebra.com/supplies>

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