

Mobile Product Positioning Summary



EM 220™

Perfect for price-sensitive customers that need to print 2" receipts for payments and other types of transactions. And, it is small enough to fit in your pocket, making it effortless to wear or carry, especially during extended periods of time. The magnetic card reader enables users to accept credit cards at the point of service and within the customer's sight.

MZ™ Series

Light-duty-cycle receipt printer for simple receipt printing applications. Compact size and sleek design are ideal for applications where the user will be wearing the printer for extended periods, or for customer-facing environments. Perfect for price-sensitive customers. Ideal for users where the RW series is a bit too expensive, is too big, or has more bells and whistles than needed.

RW™ Series

Road Warrior! This rough-and-tough receipt and limited-label printer is IP54-rated for harsh environments, and offers LCD for network status, vehicle cradles for convenient on-the-road operation, and card readers for in-the-field payment processing.

QL Plus™ Series

Mobile label printing workhorse! Best-of-class wireless, security, processing, memory, and application support—ideal for leading-edge warehouses/distribution centers, forklifts, retail environments.

P4T™/RP4T™

The world's first mobile thermal transfer printer with optional RFID upgradability. Prints long-life bar code labels, RFID labels and documents up to 4" wide that withstand harsh and outdoor environments. Offering advanced wireless connectivity, the P4T/RP4T boasts an array of features that easily handle customers' printing needs, and stands up to the most demanding work environments.

Customer Preference Factor Spectrum



Suggested Printer by Sample Applications/Scenarios

	Application	User Needs/Characteristics	Recommended Printer
Mobile Workforce	E-Citations—state/local police department	<ul style="list-style-type: none"> Outdoor use Sustain drops to pavement Vehicle mounting Magnetic card reading (licenses)—RW series only 	RW series P4T/RP4T
	E-Citations—institution (university/business) printing violations	<ul style="list-style-type: none"> Low-volume printing Budget-sensitive 	MZ series
	Field Service (invoices/estimates)	<ul style="list-style-type: none"> Larger printout for involved receipts/estimates Extreme outdoor usage High-volume printing Card reading for payment acceptance—RW series only 	RW series P4T
	Field Service (invoices/estimates)	<ul style="list-style-type: none"> Low volume printing, occasional printouts Usually print from the cab Budget-conscious 	MZ series
	Field Service (asset management labels)	<ul style="list-style-type: none"> Long-lasting thermal transfer labels Extreme outdoor usage 	P4T/RP4T
	DSD Pre-sales	<ul style="list-style-type: none"> Print a small receipt to confirm an order Low budget 	MZ series
	Delivery Receipt	<ul style="list-style-type: none"> Extreme environment High-volume printing Vehicle mount Occasional labels 	RW series
Retail	In-Store Labeling (markdowns, shelf labels, item labels)	<ul style="list-style-type: none"> Peel and present support Reliable label printing Advanced wireless security 	QL Plus series RP4T
	Mobile Point of Sale	<ul style="list-style-type: none"> Low budget Need sleek-looking equipment Card reading will be on handheld Advanced wireless security 	MZ series
	Mobile Point of Sale	<ul style="list-style-type: none"> Credit card reading required on printer Low budget 	MZ series EM 220
	Line Busting	<ul style="list-style-type: none"> Compact size Sleek design Low budget 	MZ series EM 220
Hospitality	Restaurant/Food Service Payments	<ul style="list-style-type: none"> Sleek design Compact size 	MZ series EM 220
	Restaurant/Food Service	<ul style="list-style-type: none"> Compact size Credit card reading support 	EM 220
	Restaurant/Food Service	<ul style="list-style-type: none"> Credit card reading support Advanced wireless/security 	RW series
Warehousing/ Distribution/ U.S. Department of Defense	Pick Tickets	<ul style="list-style-type: none"> Advanced security Significant media capacity 	QL Plus series
	Shipping/Receiving Labels	<ul style="list-style-type: none"> Advanced security Significant media capacity 	QL Plus series
	Forklift-Mounted Label Printing	<ul style="list-style-type: none"> Forklift mount Advanced security Significant media capacity 	QL 320 Plus or QL 420 Plus P4T
	Inventory Management/ Item-Level Labeling (RFID smart labels)	<ul style="list-style-type: none"> On-the-spot pallet and large asset tagging Forklift mount 	RP4T
	DoD MIL-STD-129 and UID Replacement Labels	<ul style="list-style-type: none"> Durable, long-lasting thermal transfer labels Extreme outdoor usage 	P4T/RP4T
Transportation	Passenger Travel Passes	<ul style="list-style-type: none"> Compact size 	MZ series EM 220
	Passenger Tickets	<ul style="list-style-type: none"> Printing on thicker stock Ability to accept credit cards 	RW series
Healthcare	Phlebotomy/ Bedside Labeling	<ul style="list-style-type: none"> Advanced wireless security Reliable label printing 	QL Plus series

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