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OVERVIEW

ZC10L Large-Format Card Printer

The ZC10L is the only portable large-format, direct-to-card printer that can print full, edge-to-edge color cards in one printing process. Ideal for hospitality, your customers can use it to produce custom, oversized PVC badges, sporting event and concert tickets/passes, special event and festival badges/passes on the spot. Avoid the hassle and cost of pre-ordering and inventorying partially printed cards, and the associated waste of unused stock. Cards can be customized on the spot to include guest photos and access information. Customers can also choose to customize pre-printed cards as part of Zebra's easy-to-use pre-printed card service.

Features & Benefits

Top 3 Customer Messages

1

Full, edge-to-edge color PVC card printing in one step

- This is Zebra's first large-format, direct-to-card printer that gives users the ability to design full-card graphics, customize them on the spot and print them on demand at the point of entry. The ZC10L's edge-to-edge printing technology gives users the added ability to print guest instructions or "fine print" content on the backside of cards, which can be customized and printed prior to an event using Zebra's monochrome black ribbon.

2

Outstanding photo quality

- As a 300 dpi modified photo printer, the ZC10L delivers exceptional image quality—especially for background graphics and photos. Your customers can create visually compelling cards with high-quality designs, allowing for added revenue streams through sponsorship logo inclusion and advertising placements. Badges and passes can endure as guest mementos long after the event, versus only as access tools at the event.

3

Simple portability

- As a direct-to-card printer (versus inkjet), the ZC10L is easy to relocate. Users can simply unplug the printer and move it. No need to turn off ink nozzles, risk getting ink on clothes, initiate the time-consuming "Ship Printer" procedure within the driver settings, risk electrical shock or fire if instructions aren't followed, or end up with a printer full of ink. And, with an all-metal construction, the ZL10L can endure the shocks, bangs and bumps that occur during shipping.

Additional Differentiating Features

Reduce waste and hassle

- The ZC10L eliminates the need to order partially pre-printed cards in advance of an event. Customers reduce waste—both in pre-printed cards and unusable leftover cards—and eliminate inventorying cards and running out of specific preprinted card design stock.

Synced ribbon and card kits eliminate waste

- With exclusive ZC10L supply kits including 400 PVC cards and ribbon rolls to match, customers will exhaust ribbon and cards at the same time. No leftover stock or mismatched supplies.

Large cards are easy to read at a distance

- Able to print cards that are approximately 3.5 in. x 5.5 in. (88mm x 140mm), the ZC10L produces large passes/badges that are easier to see and read at a distance. Larger format badges increase security by giving event staff the ability to identify guests and determine access permission easily from afar.

Durable PVC cards provide long-term use

- The ZC10L prints PVC cards that are durable and long lasting for multi-day or even seasonal use. These customized badges and passes with colorful, visually compelling graphics can endure normal wear and tear at multi-day events and last as guest mementos long after.

For Internal Use by
PartnerConnect Members Only

What's New

Custom Flexibility
By pairing Zebra's CardStudio™ card design software with the ZC10L's outstanding photo-quality printing, customers can design and produce beautiful, edge-to-edge cards with graphics, text, barcodes and images—with no border. Since full cards can be printed in one pass, users can make card design changes, include logos and advertising, and even incorporate guest photos and print them at the point of guest entry to further personalize cards.

Conserve costs and create designs without needing a ruler

With Zebra's CardStudio card design software, along with the ZC10L's edge-to-edge printing capabilities, users can create full-size card designs without the need to measure sections of the card for template design creation and printing. Also, users conserve ribbon by designing and printing a single, comprehensive design—multiple passes through the printer consumes more ribbon.

Industry Applications

Hospitality
- Sporting events
- Concerts
- Conferences
- Festivals

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Competitive Highlights

Following are the top competitive selling points for the major competitive products.

SWIFTCOLOR SCC-4000D	Matica XL8300	Nexus XXL2.0

Inferior printer technology
The SCC-4000D is an ink jet printer, whereas Zebra's ZC10L is a direct-to-card printer.

No full edge-to-edge printing
The SCC-4000D cannot print borderless edge-to-edge cards like the ZC10L.

Smaller feeder capacity
The SCC-4000D can hold 100 cards, while the ZC10L can hold 200 cards (24 mil).

Inferior warranty
The SCC-4000D has a 1-year warranty versus the ZC10L's 2-year or 20,000 cards printed (whichever comes first) warranty.

No software included
The SCC-4000D doesn't mention included software, while the ZC10L offers a 30-day trial of Zebra's CardStudio 2.0 card design and issuance software.

Inferior printer technology
The XL8300 is a retransfer printer whereas the ZC10L is a direct-to-card printer.

No full edge-to-edge printing
The XL8300 cannot print borderless edge-to-edge cards like the ZC10L.

Slower print speed
The XL8300 can only print 50 cards per hour (cph) in color, while the ZC10L can print 195 color cph. And, the XL8300 can only print 130 monochrome cph, while the ZC10L can print up to 410.

Smaller feeder capacity
The XL8300 can hold 100 cards, while the ZC10L can hold 200 cards (24 mil).

Inferior operator interface
The XL8300 has an LCD interface, while the ZC10L features an LED interface.

No software included
The XL8300 doesn't mention included software, while the ZC10L offers a 30-day trial of Zebra's CardStudio 2.0 card design and issuance software.

No full edge-to-edge printing
The XXL2.0 cannot print borderless edge-to-edge cards like the ZC10L.

Slower print speed
The XXL2.0 can only print 170 cph in color, while the ZC10L can print 195 color cph.

Smaller feeder capacity
The XXL2.0 can hold 100 cards, while the ZC10L can hold 200 cards (24 mil).

Inferior operator interface
The XXL2.0 has an LCD interface, while the ZC10L features an LED interface.

No software included
The XXL2.0 doesn't mention included software, while the ZC10L offers a 30-day trial of Zebra's CardStudio 2.0 card design and issuance software.

Note: The information in this chart is obtained from publicy available information and could change over time.

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Qualifying Questions

Q **Does the ZC10L include a smart card encoder?**

A The ZC10L does not currently offer a smart card encoder. Zebra supports our partners in offering an encoder upgrade.

Q **Why doesn't the ZC10L have standard Ethernet?**

A For customers looking for Ethernet connectivity, Zebra is offering an external Ethernet print server accessory (P1091995-100) that plugs into the USB port on the ZC10L.

Q **How do we support customers looking for custom media? What is the process, minimum order and lead time?**

A Zebra supplies custom, pre-printed cards for all our card printers. For large-format custom media, please direct requests via the partner portal SFDC Workflow Requests. Minimum order quantity is 1200 cards with one YMCO ribbon. Once artwork is approved and the sales order confirmed, lead time is 20 business days for non-technology cards and 25 business days for technology cards. For questions, email customcardsupplies@zebra.com.

Sales/Reference Materials

The Source (for internal Zebra only):
https://zebra.showpad.biz

ZC10L Series Product Home:
www.zebra.com/zc10l

Partner Gateway:
https://partnerportal.zebra.com

Global Services:
www.zebra.com/us/en/services.html

Learning Portal
https://learning.zebra.com

Developer Tools:
www.zebra.com/software

For more information on the ZC10L, please visit us at:
www.zebra.com

Supplies & Accessories

If something goes wrong with printing supplies, processes are interrupted, productivity suffers and costs rise. Selecting the right printing supplies is critical. Zebra Certified Supplies provide the most consistent quality, performance and service so customers never have to worry about printing supply problems interrupting their operations.

Top Options/Accessories:

• Durable shipping box
• Field-installable cutter

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Objection Handling

Operations Manager: Non-Zebra Customer	Operations Manager: Zebra Customer	Technology Decision Maker: Purchasing
"My current large-format printer is working fine. Why should I buy a new one?"	"My current large-format printer is working fine. Why should I buy a new one?"	"Will this new card printer be burdensome on my already overburdened IT team?"
Response:	**Response:**	**Response:**
"While your existing large-format printer might get the job done, you are likely missing out on superior printing that could also be saving you time and money. Zebra's direct-to-card ZC10L gives you full, edge-to-edge color printing in one process to save you time, effort and added ribbon costs. Plus, this printer is backed by Zebra's global network of experts and our broad portfolio to support all your business needs." • Reduce waste by eliminating the need to order partially pre-printed cards in advance of an event • Avoid leftover stock or mismatched supplies with exclusive, synchronized supply kits including 400 PVC cards and ribbon rolls to match • As a direct-to-card printer (versus inkjet), the ZC10L is easy to relocate—simply unplug the printer and move it without the need to turn off ink nozzles, risk getting ink on clothes, initiate the time-consuming "Ship Printer" procedure within the driver settings, risk electrical shock or fire if instructions aren't followed, or end up with a printer full of ink • The ZC10L's all-metal construction can endure the shocks, bangs and bumps that occur during shipping	"While your existing large-format printer might get the job done, you are likely missing out on superior printing that could also be saving you time and money. Zebra's direct-to-card ZC10L gives you full, edge-to-edge color printing in one process to save you time, effort and added ribbon costs. Plus, this printer is backed by Zebra's global network of experts and our broad portfolio to support all your business needs." • Design full-card graphics, customize them on the spot and print them on demand at the point of entry • Print guest instructions or "fine print" content on the backside of cards, which can be customized and printed prior to an event using Zebra's monochrome black ribbon • As a 300 dpi modified photo printer, the ZC10L delivers exceptional image quality—especially for background graphics and photos • Add revenue streams through sponsorship logo inclusion and advertising placements with high-quality designs and visually compelling cards • Durable PVC cards are long lasting for multi-day or even seasonal use, and endure to serve as guest mementos long after	"We understand your IT team is overloaded with more to do than can be accomplished. Rest assured that the ZC10L won't add to that list. It's engineered to work right out of the box—simply plug it in and start using it the day it arrives." • No time-consuming complicated setup • All the connectivity options you need • Fool-proof ribbon changing to avoid errors

What's in the Box?

In addition to the printer, also included are: output tray, cleaning roller, quick start guide, regulatory safety guide, firmware (preinstalled on the printer), power cords (US, EU and UK) and USB cable.

Services

Keep your customers' printers operating at peak performance and enable their critical business operations with **Zebra OneCare™ Maintenance Plans**, which help eliminate unexpected repair costs, maximize device uptime and generate more revenue and margin on your printer sales. Offer them the "right-for-you" maintenance plan that's tailored to their business and exact needs.

Help your customers get unparalleled insight into the health, usage and performance of their devices with **VisibilityIQ™ OneCare™**. As their trusted advisor, you can white label Zebra's service to add to your portfolio of services and increase your revenue and margins, while providing real value. You can help your customers instantly obtain the answer to critical device questions such as: Where are my devices? Are they ready to use? How many devices are in the Service Center? Which devices are being under-utilized? Which printers are bearing the heaviest load? How many devices are out of contact? And more...

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