



## FROM THE BEST PRINTER/ENCODERS



## A Wide Range of High-Quality Smart Media for Diverse RFID Applications

Zebra's full selection of Genuine Zebra RFID smart labels support a broad array of RFID applications, including high frequency (13.56 MHz), as well as ultra-high-frequency (UHF) EPC Class 1 and Class 0, Matrics' 0+ (read/write), ISO 18000-06B, and Philips UCODE 1.19. To ensure you obtain the best smart labels for your needs, count on expert guidance from Zebra's family of highly qualified RFID partners. As new protocols and standards emerge, rest assured that Zebra will remain at the forefront of the industry, providing the latest in high-quality smart media both today and in the future.

### When Selecting your RFID Smart Labels...

... be sure you purchase labels/supplies that are specifically designed for maximum functionality within your RFID printer/encoders. Inlay placement, pitch, and antenna orientation all play significant roles in media encoding—so consider all factors, including environmental, when selecting your smart media!

Remember, too, that all Zebra RFID printer/encoders have program position functionality to allow flexibility in inlay placement. And the Zebra R110X™ and R170X™ printer/encoders feature auto tag calibration to automatically sense and set the optimum inlay program position when using labels without the inlay position.

A Zebra Supplies Specialist would be pleased to provide counsel in your label selection!



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### OTHER LOCATIONS

USA: California, Florida, Rhode Island, Wisconsin  
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ASIA-PACIFIC: Australia, China, Japan, Singapore, South Korea  
LATIN AMERICA: Argentina, Brazil, Mexico  
AFRICA/MIDDLE EAST: South Africa, United Arab Emirates



## Looking for the Best Results on Your RFID Implementation?

Depend on Zebra®  
RFID Printer/Encoders and  
Genuine Zebra RFID Smart Labels



Not all products are available in all countries due to country-specific governmental RFID regulations. Contact your Zebra representative for product availability.

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FOR THE BEST PERFORMANCE...

Like Zebra bar code printers, Zebra's RFID printer/encoders are recognized for their high quality and dependability. But did you know that Zebra is a proven RFID leader in smart label supplies as well? Zebra designs, develops, and tests Zebra RFID smart labels for maximized performance to meet specialized applications.

### **A Convenient Single Source for Your Smart Label Printer/Encoder Supplies**

Zebra and its partners provide in-stock smart labels and ribbons for a variety of applications and environments, as well as custom-made solutions (including custom tag inlay placement) for your special needs.

In fact, many of the hundreds of reliable Genuine Zebra labels, tags, and ribbons that optimize performance in bar code printing are also available to match smart label applications and environments—whether you need an adhesive that withstands extreme cold, or a label/ribbon combination that delivers long-lasting print images despite chemical exposure. Zebra is your source for direct thermal, thermal transfer, synthetic, and paper media in a variety of sizes, as well as for custom preprinting.

So, save time by including Zebra smart labels in your order, and be confident that you are using RFID supplies that are designed and manufactured for optimum performance and results.

### **Unparalleled Supplies Experience**

Engineered for peak performance, Zebra smart labels are backed by the strengths of Zebra's supplies expertise:

- » Zebra's customers benefit from its volume buying power from world-class suppliers of pressure-sensitive label materials and thermal transfer ribbons.
- » Strong relationships with RFID technology partners ensure that Zebra will offer smart labels for new, state-of-the-art RFID technologies as they emerge.
- » Zebra's more than 18 years of experience in developing and manufacturing specialty printer supplies have resulted in proven, high-performance label solutions that support and complement its RFID smart label capabilities.
- » With more than eight years in RFID market development, our unmatched experience in RFID hardware and supplies offerings translates into peace of mind for you.
- » Commitment and ongoing support for evolving RFID standards means quick, flexible response to your changing needs.



Think you're already using Zebra smart labels and ribbons?

**Better double-check!** Look inside the ribbon and smart label cores. If you see the Zebra logo, you can rest assured that you're using proven, consistent Genuine Zebra smart labels to optimize your RFID solution.



**Choose Genuine Zebra Supplies**

### **Questions? Need Recommendations?**

Call on a Zebra Authorized RFID Specialist for the answers. Specially trained and experienced to solve even the most demanding application requirements, your Zebra Authorized RFID Specialist can put together a smart label and ribbon combination that perfectly suits your application and ensures top-notch results.

To be referred to a Zebra Authorized RFID Specialist, please call Zebra's Supplies team at +1 866 230 9495.

Or, go to [www.rfid.zebra.com](http://www.rfid.zebra.com) to find out more.