

Zebra IQ Color



The flexibility to print color visual cues on demand

Print color labels on demand using Zebra's patented, exclusive IQ Color direct thermal ink technology, and any Zebra® thermal printer. IQ Color enables you to create visual cues or highlight important information—and do it as needed—within your current label format. This innovative technology provides a flexible, efficient and accurate alternative to such methods as using preprinted color thermal media, laser or ink jet printing, separate color labels, or color markers.

Customized to your needs

During label manufacturing, Zebra applies up to four invisible ink colors to the zones you designate. Your printer heat-activates the ink to make select colors visible as your application requires. It can reveal the color in the form of shapes, text, graphics or reverse images.

To help you visualize the potential of IQ Color for your application, see the demonstration video at www.zebra.com/IQColor.



Specifications at a glance*

Available materials

- IQ Color 2000D
- IQ Color 2000D Removable

Available colors

- Red 
- Orange 
- Yellow 
- Green 
- Blue 
- Purple 
- Cyan 
- Magenta 
- Special-order colors available

Capabilities in color zone

- Text
- Shapes
- Graphics (logos)
- Reverse image

Shelf Life and Storage Conditions

- 1 year

Patent Numbers

- 5803505
- 5524934

Take a cue from color with IQ Color.

Typical color-cue applications include:

- **Healthcare:** Lab, specimen, pharmacy labeling—prioritize orders
- **Transportation & Logistics:** instructions for sortation, inventory management, shipping (e.g., RUSH)
- **Manufacturing:** quality control, work in process
- **Retail:** shelf labels—highlight sales or product attributes

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