



Retail Price Management Labeling Solutions

TURN YOUR LABELS INTO YOUR BEST IN-STORE SALES PROMOTER

The right price labels give a voice to your products in the store. They help you attract consumer attention, move products faster and avoid checkout confusion.



Trust the leader in thermal printing to give your products that virtual voice.

Whatever your retail strategy and environment, Zebra can customize a price labeling solution to support your goals. And here is why. Our extensive portfolio includes more than 300 rigorously pre-tested and certified materials. We can create any size and shape to match the exact requirements of your applications. Add security features to prevent label swapping. Need pre-printed color, text, graphics or logos? We can do that, too.

ARE THESE OBSTACLES PLACING YOUR SALES IN SLOW MOTION?

Price labeling supplies may often seem like a small part of the retail business. They are not. Using the wrong type of labels, or choosing low quality labels, can have far-reaching, costly implications. Consider these:

CAUSE

Inadequate price labels easily altered, swapped or peeled off between garments
Hard-to-scan labels and poor barcode readability
Labels not clear or appealing enough to attract consumer's attention
Missing labels, hard-to-read prices
Labels and tags not right for shelf or channel specific size
Labels hard to view from far; not designed for that specific location
Labels not quite matching the brand



EFFECT

Shrinkage due to label tampering
Checkout errors; process interruption; customers annoyed
Inability to move products at first markdown
Customer dissatisfaction due to price not marked correctly
Difficulty securing prices to shelf; consumers walk past them without noticing offers
Promotional pricing does not drive store sales
Weakens customer brand perception and discourages loyalty

LET ZEBRA EFFECTIVELY MATCH YOUR PRICING STRATEGY WITH EXECUTION

How to communicate price and drive store sales

You put a lot of thought and effort into your pricing strategy. Zebra puts a lot of research and development into our certified custom materials so, irrespective of your pricing strategy, you always get the customized labeling solution that is right for your business.

We start by working with you to select the right material for your environment. Then, from branding elements and special promotions, to security features, to accurate shapes, sizes and PMS color matching, we ensure that the labels and shelf tags we design for you address your concerns.

Use of
IQ COLOR LABELS



accelerated
pace of
markdowns
by up to

35%

at Bealls¹



Markdowns

Whether you use a clearance, discount percentage or multicolor discount strategy, let Zebra help you reduce the number of markdowns prior to sale. Our custom labels support the right communication to the consumer. We can also consolidate the number of labels you need. All that, ensuring high quality, tamper-evident solutions that help prevent label swapping.

Material Name	Material Type	Adhesive	Special Feature
IQ Color 2000D	Direct thermal paper label	Permanent acrylic adhesive	Ability to print color on-demand
Z-Peform 2000D	Direct thermal paper label	All-temp permanent acrylic adhesive	Can be applied in temperatures as low as -40°F, -40°C

Shelf Labeling and Promotions



Many purchase decisions are made when a consumer approaches the shelf or an enticing message captures their attention from a distance. Zebra can help you communicate price clearly for products not individually labeled, highlight sales and special offers without impacting product visibility, and more. We also offer:

- PMS color matching for easily identifiable brand image every time
- Solutions that withstand environmental conditions:
 - fluorescent light and sunlight
 - refrigeration and freezer temperatures
- Solutions that offer easy removal and replacement from shelves

Material Name	Material Type	Adhesive	Special Feature
Z-Perform 1000D 5.3 Mil Tag	Direct thermal paper tag	Not applicable	Lay-flat for easy insertion into shelf channel
PolyPro 4000D	Direct thermal polypropylene label	All-temp permanent acrylic adhesive	Waterproof, easy to remove in one piece. Can be applied in temperatures as low as -40°F, -40°C
Z-Perform 2000D	Direct thermal paper label	All-temp permanent acrylic adhesive	Can be applied in temperatures as low as -40°F, -40°C
Z-Perform Select 4000D Removable	Direct thermal paper label	Removable acrylic adhesive	Clean removability without tearing or scraping off



Product Pricing

Zebra supports initial product pricing, re-pricing and specialty applications, including branding with PMS color matching, before on-floor merchandising. Your products come without a price, incorrectly priced, or a price tag is missing? No problem. Zebra offers solutions to apply pricing in-store and/or at your Regional Distribution Center.

Carry specialty, often delicate, products that require a smaller size and/or specific shape label? Again, no problem. Zebra partners with you to design a functional solution for jewelry, sunglasses, glassware and others, that is easy to handle and will clearly mark them with no damage to the product.



Material Name	Material Type	Adhesive	Special Feature
Z-Perform 2000D	Direct thermal paper label	All-temp acrylic adhesive	Can be applied in temperatures as low as -40°F, -40°C
Z-Perform 1000D 5.3 Mil Tag	Direct thermal paper tag	Not applicable	Resistant to curling
PolyPro 4000D	Direct thermal polypropylene label	All-temp permanent acrylic adhesive	Waterproof, tear proof and easy to remove in one piece. Can be applied in temperatures as low as -40°F, -40°C
8000D Jewelry	Direct thermal polypropylene label	Permanent acrylic adhesive	Special shape to wrap around delicate jewelry

ZEBRA CERTIFIED SUPPLIES

Exceptionally Consistent and Consistently Exceptional

1



Consistently Outstanding Quality

Reliable Input for Reliable Outcomes

- Less risk of disrupting workflows
- Fewer printer adjustments
- Never substitute materials
- Rigorously select and test all materials
- Meet ISO 9001 standards and stringent compliance

2



Exceptional Service

Your Go-To Problem Solver

- Customized label solutions to meet your pricing strategy
- We work with you to design the right solution for your business

3



Unmatched Thermal Printing Expertise

Specialists in Boosting ROI

- 30+ years of experience
- Leaders in thermal printing hardware and supplies
- Help maximize your investment

Give Your Products a Loud and Clear Voice on the Sales Floor

Choose Zebra Certified Supplies for industry-leading quality, service and thermal printing expertise. **And let's start designing a price labeling solution that is right for you.**

Source:

1. Bealls Department Stores Success Story Using Zebra's Mobile Technology

Want to know us better? Visit www.zebra.com/supplies



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