ZD421 Series
Desktop Printers

Elevate your expectations: the advanced desktop printer that delivers the features, flexibility, reliability and security you need

March 16, 2021
Agenda

1. Why Zebra?
2. The Business Challenge…
3. Introducing the ZD421 Series
4. Vertical Markets
5. Key Features
6. Print DNA and Security
7. Supplies and Maintenance Plans
Why Zebra?
Why Zebra

Extensive Reach
Scalable to meet any enterprise demands

$4.5B
Global Sales

100+
Offices
in 45 Countries

4,900+
Patents
Issued and Pending

8,200+
Employees Worldwide

10,000+
Channel Partners in Over 100 Countries

$447M+
R&D
*10% of Sales

Leader Status
Gartner Magic Quadrant for Indoor Location Services — Worldwide

#1
Barcode Printing

Rugged Mobile Computing

Mobile RFID

Data Capture

Our People
Make the Difference

Channel
Accolades

Sources: VDC Research and Zebra analysis (91% market share), Gartner, Inc., “Magic Quadrant Indoor Location Services, Global,” Tim Zimmerman, Annette Zimmermann, 13 January 2020 (Leader Status Status)
The Business Challenge…
Beyond reliability, you need… a printer that delivers quality performance, just the right features and flexibility – today and tomorrow

Different industries have different needs for their desktop printers

Achieve them all with the ZD421 Series: multiple models to solve a variety of use cases
Expect More

Achieve it with Zebra's ZD421 Series advanced printers

Easy to use
with hassle-free performance

Full of features
to keep your business moving forward

Future ready
to power tomorrow's technology

Unparalleled, peace-of-mind security
To protect your data and prevent downtime
Introducing the

ZD421 Series

Elevate your expectations: the advanced desktop printer with the features, flexibility, reliability and security you need.
Advancing the legacy of the popular GK Series and ZD420

Powering productivity today and tomorrow

- Added Features
- Field-installable options
- Security
- Ready for Tomorrow
ZD421 Series

Key Benefits

- Easy to use
- Deploy it anywhere
- All the right features
- Engineered to evolve
- Manage onsite or remotely
- Unparalleled peace-of-mind security
Designed to Perform in Your Environment
Retail
- Shelf labels
- Price markdowns
- BOPIS
- E-Commerce
- Asset and inventory labels
- Food information labels

Healthcare
- Lab and specimen labels
- Prescription labels
- Patient ID wristbands
- Patient record labels
- Asset labels

Transportation & Logistics
- Shipping and receiving labels
- Packing slips
- Asset labels

Light Manufacturing
- Product labels
- Work-in-Process (WIP)
- Inventory labels
- Shipping labels
ZD421 Series

Multiple models to match nearly every use case

Direct Thermal

Thermal Transfer

Ribbon Cartridge

Healthcare
ZD421 Series

Purpose-built printers for fast, safe operation

Ribbon Cartridge Model

- Load ribbon in a snap with fool-proof, one way, first-time every-time, instant loading
- Smart chip in the ribbon indicates when it needs replacing

Healthcare Models

- Medical-grade power supply
- Sealed-button interface
- UV-resistant housing
- Disinfectant-ready plastics
Advanced Features to Drive Your Business
Advanced features let you do more

Powerful New Architecture

- 30% faster than the ZD420
- Nearly 700% faster than the GK Series
- Ready to power tomorrow’s technology

Intuitive User Interface

- Five-status LED icon display shows status at-a-glance
- Advanced three-button user interface offers added functionality and control
- Tap a NFC compatible device to pair and print with Print Touch
ZD421 Series

Advanced options to match your needs

Field-upgradeable Wireless Kit

- 802.11ac Wi-Fi and Bluetooth 4.1 (dual radio)

Wide Range of Options

- Portability with carrying case and battery accessories
- Media-handling options
- Connectivity options
- Enclosed power supply
Integrate it your way with multiple connectivity options

**Standard**
- USB 2.0
- USB Host

**Factory- or Field-installable Options**
- Ethernet 10/100
- 802.11ac Wi-Fi and Bluetooth 4.1 (dual radio)

**Field-installable Option**
- Serial RS-232 auto-sensing, DB-9

Connect your ZD421 to your existing wired or wireless network, or directly to any PC.

*BLE is provided for using with Zebra printer setup mobile app only*
Easy to operate

See Status at-a-Glance

Five LED Icons
- Status
- Pause
- Data
- Supplies
- Network

Advanced Functionality

Three-Button User Interface
- Added control
- Resolve issues faster
- Maximize uptime

Tap to pair and configure/print with Print Touch (NFC) using Zebra setup utility app
Moveable media sensors, guides, media handling options offer incredible flexibility.

- Off-center Black Marks
- Die-cut Notches
- Multiple Rows of Labels
ZD421 Series

The advanced printer with just the right features

- Built to last with durable construction
- OpenACCESS™ clamshell design
- Elevate print quality with optional 300 dpi
- Deploy anywhere as it speaks ZPL, EPL and other printer languages
- Dual 74m/300m ribbon capacity (thermal transfer model)
- Media-handling options
- Field-installable wireless kit with fast 802.11ac Wi-Fi and Bluetooth® 4.1
- Zebra’s exclusive Print DNA software suite makes it easy to setup, operate, manage and maintain – onsite or remotely
- Five-status LED icon display shows status at-a-glance
- Advanced three-button user interface offers added functionality and control
- Add portability with optional carrying case and battery accessories
- Unmatched security

Two-year warranty
Print DNA suite of software will get your printer up and running quickly and securely. Print consistently, and uninterrupted with a solution that’s fully integrated and interoperable, and will enable your printer to evolve with your business needs.

**Print Securely and Confidently, Without Hassles.**
Integrating connections and integrating print apps for multiple environments and infrastructures:

- Securely connect printers into cloud-based apps
- Integrate apps with your PLC with less cost and effort
- Add label and receipt printing to Android solutions

Secure your printers:

- Auto-update Wi-Fi certificates
- Encrypt connections and block unauthorized use
- Safely retire printers with a single command

Manage printer connections:

- Minimize printer management time and costs
- Assess real-time metrics on all Print DNA printers
- Connect Print DNA printers to popular EMM solutions

Optimize print options:

- Emulate legacy languages
- Ensure continuous output with battery insight
- Print PDF documents and labels from ERP systems

Deploy solutions:

- No specialized knowledge required
- The setup wizard detects your printers
- Create a profile and send to batches of printers
Protect your business from damaging security threats with Zebra’s PrintSecure

Not all security measures can measure up to your needs. Unlike other providers, only Zebra offers the comprehensive printer security you need for peace-of-mind protection. As you consider adopting new technology, consider these critical security attributes:

**Built-in protection and performance**
Highly effective security protocols and features; control onsite and network access to prevent tampering

**Customizable for your needs**
Compare your printer settings against best practices, adjust security levels based on your company needs

**Automated security capabilities**
A secure connected environment for you and your team

**Aligned with globally recognized standards**
Best practices and guidelines set by the world’s security experts

**Continuous vigilance and support**
See activities in real time to expose events before they happen and push updates on your schedule – onsite or remotely

**Stop events quickly**
Rapidly and effectively deactivate vulnerable printers to prevent further intrusion

**Simpler maintenance and service**
Remotely manage and maintain your entire networked printer fleet to maximize uptime and reduce the burden on IT

**A leader in secure enterprises technology**
Productivity and security are at the core of everything Zebra does
Supplies and Maintenance Plans
Supplies and Support – from the Source
Certified Supplies

Exceptionally Consistent and Consistently Exceptional

**Printer Up Time**
No supply-related downtime

**Workforce Productivity**
Increased worker and process efficiency

**Customer Service Quality**
No delays related to printer supplies

**TCO**
Reduced capital, operational, maintenance and troubleshooting costs
There's a Zebra service plan to fit every need

**Zebra OneCare SV**
- Coverage for wear and tear, plus functional failure
- 8x5 local time technical support
- Coverage for 2 years
- 5-day repair turn-around time
- Additional per-incident damage and repair options available
- Optional Visibility Services

**Zebra OneCare Essential**
- Comprehensive repair services
- 3-day repair turnaround time
- 8x5 local time technical support
- 3- or 5-year coverage
- Optional Visibility Services

**Zebra OneCare Select**
- Comprehensive repair services
- Advance replacement
- 24x7 technical support
- 3- or 5-year coverage
- Spare pools management
- Device commissioning
- Optional Visibility Services

1. Zebra OneCare SV is only available for the following printers: GC420, GK420, GT800, ZD410, ZD420, LP2824/2844, TLP2844 Series desktop printers, plus EZ320 mobile printers.
Thank you!

For more information, visit, www.zebra.com/zd421
Zebra
OneCare™
SV
With Accidental Damage

Enterprise-level support for the right price…

• Two or three years of protection
• Covers normal wear and tear, accidental damage and device functional failures
• Five-day depot priority repair turnaround time
• Free ground shipping back from the Repair Center
• Priority access 8x5 local time live-agent technical support and 24x7 access to self-service tools
• Automatic application of engineering changes during depot repair
• Standard commissioning, battery maintenance and refresh options, expedited logistics and VisibilityIQ™ Foresight

All for a fraction of the cost of a single typical repair
Maximize device uptime and performance with our core Zebra OneCare offering

**What It Is**
Basic assurance with comprehensive coverage and fast repair and return times.

**What You Get**
- Comprehensive Coverage: If it's broken, we fix it
  - Includes normal wear and tear and accidental damage
- 8x5 local time live-agent technical support and 24x7 access to self-service tools
- Priority repair turnaround time: 3-day depot repair
- VisibilityIQ OneCare
- 3- or 5-year coverage plans

**Available For**
Zebra printers, mobile computers and scanners.
Maximize device availability and ROI with our highest level of care

**What It Is**
Builds on Zebra OneCare Essential, offering expanded support hours, advanced device replacement and more.

**What You Get**
- Comprehensive Coverage: If it's broken, we fix it
  - Includes normal wear and tear and accidental damage; eliminates unpredictable and unexpected device repair-related costs
- Advanced Device Replacement via next business-day delivery
  When you report a malfunctioning device, we ship a commissioned and ready-to-go replacement device the same day for next-business-day replacement
- 24x7 live-agent technical support
- VisibilityIQ OneCare
- 3- or 5-year coverage plans

**Available For**
Zebra printers, mobile computers and scanners.