



# RFID Labeling Solutions



## Why RFID?

**RFID technology helps you transform business processes with faster, more accurate data collection.**

RFID enables you to scale a large number of tags simultaneously, without requiring a line of sight. RFID requires less human intervention than standard barcoding, resulting in increased efficiency and productivity.



**Increased  
Visibility**



**Improved  
Accuracy**



**Greater  
Efficiency**



**Improved  
Productivity**

# Why Zebra RFID Supplies

## RFID and label solution expertise

- Global leader in RFID technologies – from printers and readers to RFID supplies
- Zebra understands what impacts application performance and will help you realize the benefits of RFID quickly
- Knowledge to recommend an entire RFID solution that delivers exceptional performance
- As experts in thermal printing materials, we can recommend the right material to meet your application

## Exceptional performance and consistency:

- Use of the latest chip technology
  - Pre-tested supplies materials and inlays
  - We use consistent materials from order to order
- In-depth knowledge of Zebra printers and ISO 90001 processes ensure consistent, quality products

## Large offering of in-stock RFID labels:

- Realize the benefits of RFID faster, with shipments occurring within 24 hours
- Streamline proof-of-concept and implementation
- Eliminate long lead times or large minimum order quantities



# Things to Consider When Buying an RFID Label



## 1

### Label materials

- Is adhesive needed?
- Direct thermal or thermal transfer?
- Will the label be exposed to extreme environments?
- How long will the label need to last?

## 2

### Inlay

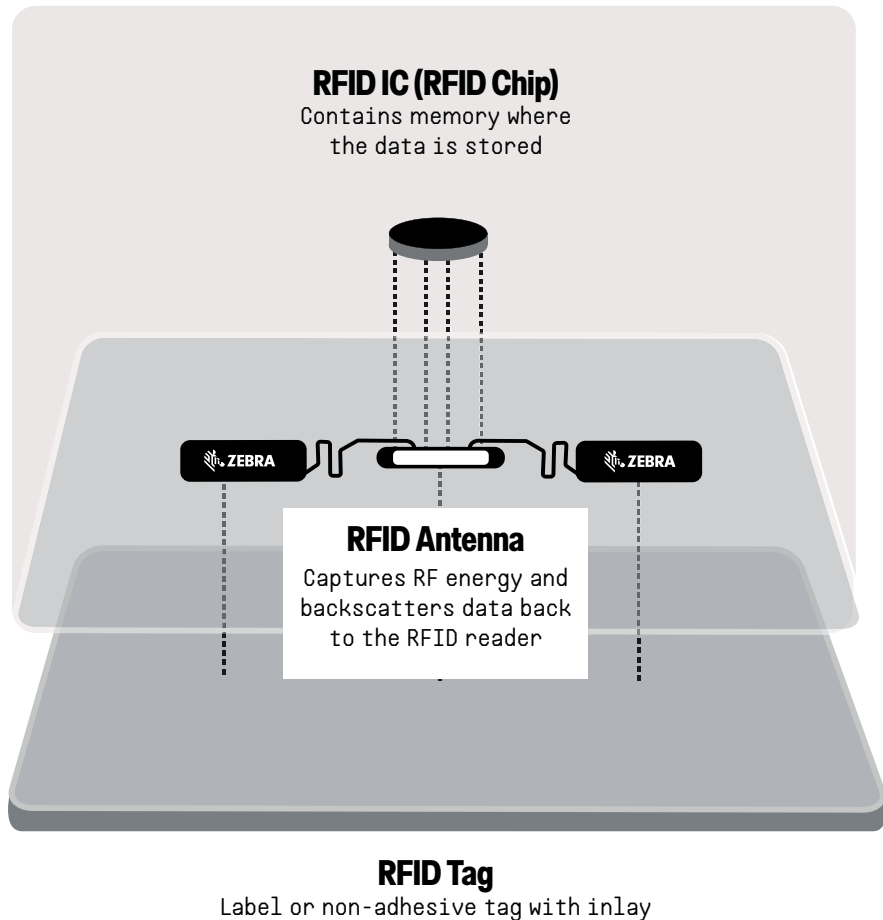
- What type of items are being tagged?
- What read range is required?
- How much memory is required?

## 3

### Read environment

- How will the RFID label be read?
- Fixed, overhead, or handheld reader?

# RFID Label Construction



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# Zebra Certified Supplies Deliver Value to Businesses

**Zebra Certified Supplies provide the most consistently outstanding quality, performance and service, so customers never have to worry about supply issues interrupting their operations.**

## Consistently outstanding quality

At Zebra, quality is about more than just the product.; it is in everything we do. We insist on quality from start to finish. Zebra knows consistency is important, so we never substitute materials. You receive the same formulation every time you order, ensuring consistent print quality and durability in your application, every order.



## Exceptional service from Zebra

One of the largest and most experienced thermal label converters in the world, Zebra has the size, scale and infrastructure to meet your printing supply needs quickly and effectively.

## Unmatched expertise

Zebra Certified Supplies are the only thermal printing supplies tested and recommended for Zebra printers. With over 30 years' experience, our supplies R&D team tests each label material with Zebra printers to ensure optimal print performance and quality, reducing your printer upkeep cost and virtually eliminating the need to reprint and replace labels.



## Testing Capabilities

Our testing equipment can help you identify the optimal inlay for the surface being labeled. The Zebra RFID team will test any combination of labels and inlays for specific use cases that may arise.



# In-house RFID Label Manufacturing

**Zebra's state-of-the-art presses and RFID Manufacturing equipment enables us to meet your RFID needs quickly.**

With our manufacturing equipment and wide range of raw materials and inlays, Zebra can add almost any inlay to almost any label material.



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# RFID Printing and Encoding Service\*

## Reduce RFID implementation time

Whether you need to understand the performance and ROI of a RFID solution, or you need to meet a customer's RFID tagging requirements, Zebra's Printing and Encoding Service delivers what you need, fast. Get as little as 1,000 serialized, pre-printed and encoded RFID tags to meet your specifications to support any pilot or compliance needs.



## Quickly Understand the Benefits of RFID

Minimize project delays due to long lead times to acquire tags without the need to acquire and set-up a RFID printer to support proof-of-concept.

## Hassle-Free Compliance

Comply with your customer's RFID identification requirements quickly—using minimal IT resources, and without capital investment in RFID printers.

## Label/Tag Options

- ZipShip In-Stock RFID Labels
- Choose from over 18 in-stock label and inlay options
- Minimum order of 1000 tags

## Custom Solutions

90+ certified label materials, plus access to inlays from the leading providers  
Minimum order of 25,000 fully customized tags

## Printing and Encoding Options

### Standard Formats

Leveraging one of the four standard formats we have created takes the guesswork out of determining what toprint and accelerates the delivery of the RFID tags.

## Customized Formats

- Designed to your exact specification
- Prescribe the following and their location
- Barcode symbology
- Text
- Graphics

\*Available in NA and LATAM only

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# Zebra's Robust Portfolio of RFID Inlays from Top Inlay and IC Manufacturers Allows You to Meet a Wide Range of RFID Applications.



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## General Purpose

- Most cost-effective
- Ideal for most applications
- Non-metallic surfaces, plastics or corrugate

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## Advanced

- Off-axis label placement
- Labeling of diverse materials
- Densely packed items
- Using overhead reader

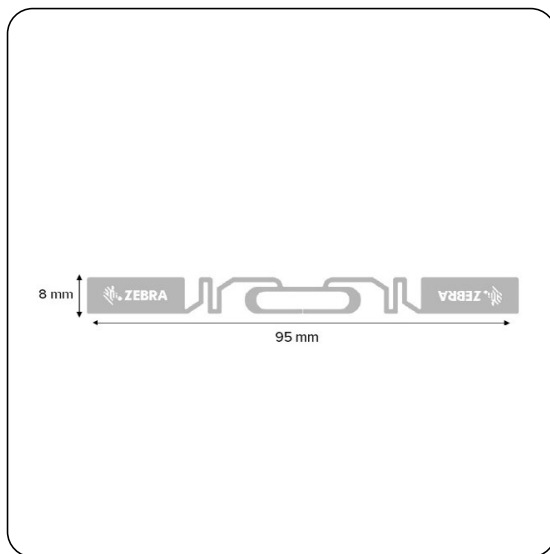
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## Specialty

- Inlays and label designs for specialty RFID applications
  - Works on challenging surfaces such as:
    - On-metal
    - Liquid-filled containers
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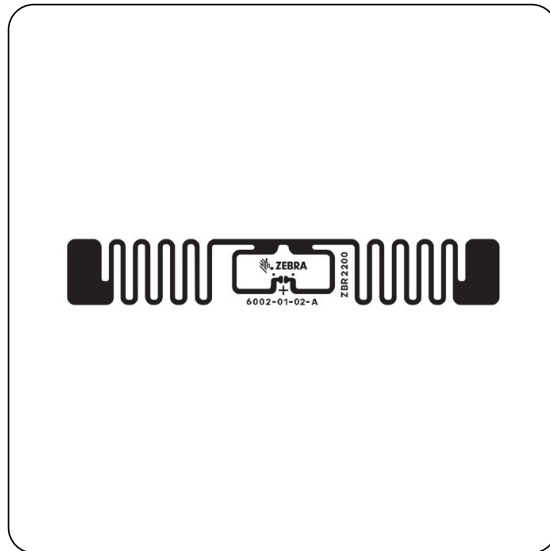
## General Purpose Inlays ZBR2100

The ZBR2100 inlay delivers excellent performance for your manufacturing, transportation and logistics applications that require high read ranges. Utilizing an extreme high-sensitivity UCODE 9 chip, the ZBR2100 provides read ranges of up to 20 meters in free space.



## General Purpose Inlays ZBR2200

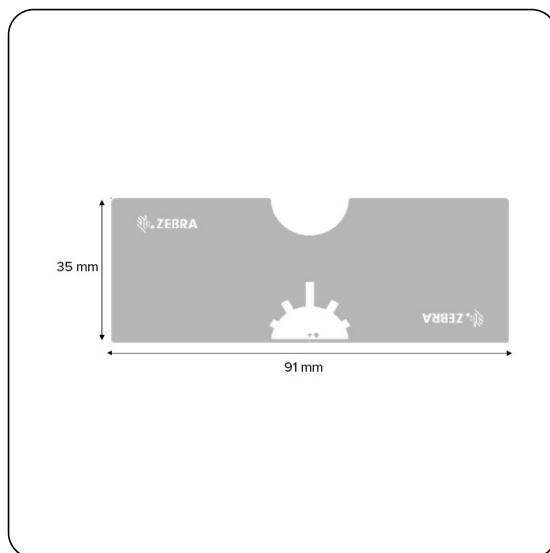
The next-generation ZBR2200 inlay delivers exceptional performance for manufacturing, retail, transportation, and logistics applications that require high read ranges. The latest Impinj M830 IC with G2X offers improved read performance and enhanced data throughput for effective inventory or asset management. Consistently reliable read range of up to 19m in free space.



## Advanced Inlays

### ZBR4100

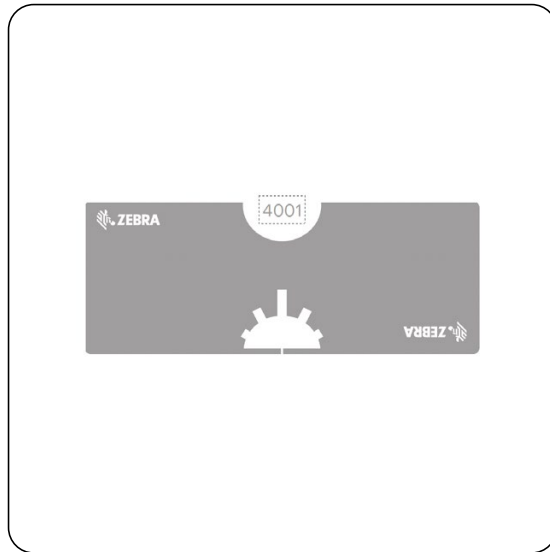
ZBR4100 is an advanced inlay for applications that need a higher level of performance. Applications include case, pallet, and item level tracking. Utilizing an extreme high-sensitivity UCODE 9 chip, the ZBR4100 provides read ranges of up to 20 meters in free space and is optimized to be read from nearly any angle.



## Advanced High-Memory Inlays

### ZBR4001

The ZBR4001 has the same enhanced features of advanced inlays with additional user memory. The additional memory enables users to read and write more data to meet compliance requirements or where users do not have access to a database.\*



\*Not available in EMEA

## On-Metal Tagging Next Generation Silverline

The next generation of Silverline delivers up to 3X longer read ranges on-metal, as well as improved read ranges on non-metal surfaces. Designed and extensively tested in Zebra's ZT411 RFID printer to ensure correct encoding and consistent print quality.



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# Specialty Inlays and Designs

Inlays and label designs that provide improved read ranges when used on metal or challenging surfaces, such as IT assets, chemical drums, returnable containers, metal tools, parts and fixtures, laboratory, testing and clinical equipment, as well as jewelry.



## Jewelry Labels

Polyester material with a flag design great for jewelry featuring an adhesive-free zone to eliminate residue.



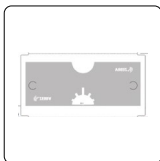
## Flag Labels

Foldable label that enables separation of the inlay from metal and adapts well to challenging surfaces to deliver reliable readability. Compatible with standard RFID printers.



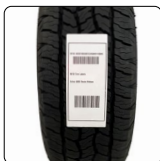
## On-Metal Labels

This polypropylene solution delivers strong read ranges when the antenna is touching the metal. Compatible with standard RFID printers.



## Encapsulated Tags

Inlay is encapsulated within a thermal tag for use on curved surfaces and applications where adhesive is not optimal.



## Tyre Tread Labeling

Specially formulated label featuring Auburn certified inlays ensures printer up-time by reducing printhead and platen damage due to adhesive ooze and prevents the migration of plasticizers and oils to ensure text readability.



Learn more at [Zebra.com/supplies](https://www.zebra.com/supplies)



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