

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



PRIMARY MARKETS AND APPLICATIONS

General Access Control

- Employee badges

Education

- Access control cards for identification and facility access for K-12 and higher education campuses

Retail/Hospitality

- Membership cards
- Events and season passes
- Guest and passenger cards
- Food safety labeling

Financial Services

- Credit cards
- Debit cards

SALES/REFERENCE MATERIALS

The Source:

zebra.gosavo.com/

Partner Gateway:

<https://partnerportal.zebra.com>

ZC350 Product Home:

www.zebra.com/zc350

Global Services:

www.zebra.com/us/en/services.html

Learning Portal:

<http://learning.zebra.com>

Developer Tools:

www.zebra.com/software

For more information on the ZC350, please visit us on the web at: www.zebra.com

ZC350 Card Printer

DESIGN AND PRINT VIRTUALLY ANY CARD WITH GROUND-BREAKING SIMPLICITY AND SPEED

Whether your customers need to print employee access badges, transportation passes or credit cards, the ZC350 will help them do it better, faster and easier. Advanced printing options allow users to create virtually any design they can dream up, and there's support for just about every encoding technology. The ZC350 offers the fastest print speeds available and fool-proof simplicity, whether printing single or dual sided cards with simple monochrome or very complex color artwork. And with its cool design, the slimmest profile and the lowest clearance, the ZC350 can fit in more spaces than any other printer in its class. The ZC350 Series — the card printer that delivers it all.

TOP 10 REASONS WHY THE ZC350 IS TOP IN ITS CLASS

Highly graphical LED/LCD interface

The ZC350 offers highly-intuitive well-tested icons, animations and text-based messages in your customer's own language to allow any user to easily understand what the printer needs and how to perform virtually any function.

Ingenious card feeder handles varying card thickness on-the-fly

Only the ZC350 has an advanced card feeder that automatically adjusts to the thickness of each card — no more adjusting for different card stocks.

Revolutionary new hopper design

The ZC350's completely re-designed hopper makes loading and unloading cards easier than ever. With the saloon-style output doors, there's nothing to open — just grab one card or the whole stack of cards. And the ZC350's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.

Fool-proof ribbon changing

Changing a ribbon has never been so simple — no instructions required.

- The ZC350's newly designed ribbon door latch can be unlocked and opened in one motion.
- The unique door-handle grip leaves no question about how to remove or insert the ribbon.
- A snug-fit ensures that ribbon is installed correctly.
- Embedded smartchips let customers know when to change the ribbon.

Good looks and slimmest profile in its class

The ZC350 has the consumer good looks required to fit in customer facing areas. And with its minimal footprint, the slimmest profile and lowest clearance in this printer class, the ZC350 is designed to fit in the most possible places.

When it comes to card design, the sky is the limit

The ZC350 is loaded with advanced card production features, including new ribbons that offer specialty colors and special effects:

- A new pearlescent ribbon enables users to embed color-shifting graphics that are hard to counterfeit.
- Make logos, text or account numbers stand out with 3D style effects that can be created with a new metallic color ribbon.
- With the new long life ribbon, you can embed a watermark graphic that can only be seen when the card is tilted at an angle or under UV light. And you can add a highly durable protective layer to create cards that will last for three to five years.

Encode it your way

With the ZC350, your customers get complete encoding flexibility. No matter what type of encoding technology they need, the ZC350 supports it right out of the box — from magnetic stripe and proximity to contact and contactless. And with ZIP Pocket and our new Software Development Kits (SDKs), it's easy to integrate support for any 3rd party contact and contactless encoders.

Meets your need for speed

Whether customers need to print one card, hundreds of cards or thousands of cards, with some of the fastest print speeds in this class, they can count on the ZC350 to get the job done fast.

Advanced security features

The ZC350 offers more security features than any other printer in its class — including a printer cover lock, Kensington lock slot, government-grade AES encryption and printer-to-host authentication.

Newly designed driver GUI makes it easier than ever to print cards

A visual display of the card allows users to instantly see how their card looks and how setting changes impact card design — eliminating the time and cost to repeatedly print test cards.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



GROUP 1: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

In the chart below, where appropriate, light blue shading indicates the best specification available for a specific feature.

COMPETITIVE COMPARISON: GROUP 1: AT-A-GLANCE ATTACK STRATEGIES

Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e
Use these mini fight-sheets for a quick at-a-glance view of the advantages of the ZC350 over each competitive device.			
<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, and ribbon changes Larger profile Slower YMCKO and monochrome printing No manual feed 	<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes Larger profile Slower YMCKO and monochrome printing Manual feed only 	<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes Larger profile Slower monochrome printing No Wi-Fi option Fewer security features 	<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, and ribbon changes Larger profile No display No manual feed Slower monochrome printing Fewer specialty ribbons Wi-Fi requires accessory Fewer security features

COMPETITIVE COMPARISON GROUP 1: FEATURE-TO-FEATURE COMPARISONS

	Zebra ZC350	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why it Matters
PHYSICAL CHARACTERISTICS						
Dimensions (H x W x D)	258 mm x 157 mm x 383 mm (single-sided) 258 mm x 157 mm x 468 mm (dual-sided)	247 mm x 205 mm x 487 mm	205 mm x 195 mm x 314 mm	224 mm x 175 mm x 539 mm (SD360)	348 mm x 201 mm x 224 mm	The ZC350 offers the slimmest profile and lowest clearance in its class to fit in the most possible places — including under a counter or shelf.
Smallest footprint	Yes	No	No	No	No	
EASE OF USE						
Card feed thickness gauge	Adjusts automatically to any card thickness 10-40 mil	Manual adjustment for card thickness required 10-50 mil	No gauge — manual feed only	Manual adjustment for card thickness required 10-37 mil	Manual adjustment for card thickness required 9-40 mil	The ZC350's card feeder that automatically adjusts to the thickness of each card, so users no longer have to adjust for different card stocks.
User Interface	Graphical color LCD and three tri-color LEDs	LEDs; optional color touch screen	LEDs; optional touch screen	LCD panel	Color changing status buttons	The ZC350 offers highly-intuitive well-tested icons, animations and text-based messages in 10 languages to allow any user to easily understand what the printer needs and how to perform virtually any function.
Fool-proof ribbon changing	Ribbon cartridge Impossible to load incorrectly with one-way insertion point	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	The ZC350 offers the easiest ribbon changes in the industry — there's only one way to insert the ribbon and an innovative door-handle cartridge grip. Users will never wonder if they're inserting the ribbon correctly.
Output door design	Saloon-style doors that: <ul style="list-style-type: none"> Enable one-step retrieval of any number of cards Maximize output hopper capacity Save space 	Optional open output hopper doors that require users to lift cards to remove	Manual feed only — no separate input and output area. The same slot is used for input and output.	No-door design that: <ul style="list-style-type: none"> Requires users to lift cards to remove Reduces output hopper capacity due to clearance requirements Saves space 	Users must open output hopper doors	The ZC350's saloon-style doors deliver three benefits. 1: Card removal is easy — there's no door to open or hopper walls that require lifting of cards. 2: Elimination of hopper walls and the related clearance requirement enables a major increase in hopper size. 3: No need to allow room on the desk to accommodate open doors.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



GROUP 1: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 1: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)

	Zebra ZC350	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why it Matters
EASE OF USE (CONTINUED)						
Manual card feeder	Yes — with LED lightpipe guides	No	Yes	Yes	No	Only the ZC350 makes it simple with a lightpipe that guides them through the process, like an ATM machine.
SOFTWARE: DRIVER EASE OF USE						
Complete control over specialty ribbons	Yes — right out of the box	No	No	No	No	Gives your customers complete flexibility to incorporate ribbon capabilities into card designs and optimize image settings with a card preview screen.
Customizable	Yes	No	No	No	No	Allows you to easily present different types of workers with the specific settings they need to do their jobs, preventing accidental changes that could impact card production.
Intuitive, readily accessible presentation of information	Yes	No	No	No	No	While all drivers offer the same basic settings, we invested a lot of time determining the most intuitive way to present information, eliminating the need to sift through many settings.
CARD PRINTING CAPABILITIES						
Sides	Single and dual-sided	Single and dual-sided	Single and dual-sided	SD260: single-sided SD360: single and dual-sided	Single and dual-sided	Products in this class offer a dual-sided printing option.
Resolution	300 dpi	300 dpi standard; 300x600 dpi; 300x1200 dpi* (*monochrome only)	300 dpi standard; 300x600 dpi; 300x1200 dpi* (*monochrome only)	300 dpi standard; 300x600 dpi; 300x1200 dpi (SD360 only)	300 dpi	Some competitive devices position 300x600 dpi and 300x1200 dpi print modes as an advantage. In reality, 300x600 and 300x1200 provide a minimally noticeable improvement in image quality, with a substantial reduction in print speed.
Speed: YMCKO/K	225 cph (single) 150 cph (dual)	190-225 cph (single) 140 cph (dual)	180 cph (single) 131 cph (dual)	200 cph (single) 155 cph (dual: SD360)	225 cph (single) 150 cph (dual)	The ZC350 offers the fastest monochrome and among the fastest color printing speeds in its class combined with other innovative design features that boost productivity and ease of use.
Speed: Monochrome	1,000 cph (single) 500 cph (dual)	800-1,000 cph (single)	553 cph (single)	830 cph (single)	600 cph (single)	
Hopper capacity: input/output	100/100	100/100	Manual feed only	100/24 (SD260)	100/100	The ZC350's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.
Encoding options	Magnetic Stripe, Contact, Contactless, Proximity, 3rd party contactless encoder	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless, 3rd party contactless encoder	Magnetic Stripe, Contact, Contactless	Right out of the box, you get support for magnetic stripe, a proximity, contact and contactless combination encoder with a Secure Access Module (SAM) socket. And with ZIP Pocket, it's easy to integrate support for any 3rd party contact/contactless encoders customers may already own.
Specialty ribbons	Color metallic, pearlescent, long life	Hologram, clear varnish	Hologram, clear varnish	Scratch-off	None	The ZC350 offers new ribbons with specialty colors and special effects — i.e. color-shifting graphics that are hard to counterfeit and watermark graphics that can only be seen when the card is tilted at an angle or under UV light.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



GROUP 1: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 1: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)

	Zebra ZC350	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why it Matters
CONNECTIVITY						
USB	USB 2.0 (Standard)	USB 3.0 (Standard)	USB 3.0 (Standard)	USB 2.0 (Standard)	USB 2.0 (Standard)	USB 3.0 connectivity on the printer offers no performance or reliability benefits. The USB 3.0 specification dictates that printers with USB 2.0 connectivity ports can operate with USB 3.0 PCs without any issues.
Ethernet	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Optional)	Standard Ethernet connectivity increases flexibility and printer usage; anyone has access to print cards without a direct connection.
Wi-Fi	802.11ac with MFi (Optional)	802.11b/g on the wireless range	802.11b/g (Optional)	No	No (but Ethernet model supports optional wireless accessory)	Only the ZC350 offers a built-in 802.11ac Wi-Fi option for the fastest Wi-Fi speeds available.
SECURITY						
Locking option	Cover lock; Kensington lock slot (standard)	Locking system (optional); Kensington lock slot	Kensington lock slot	Kensington-style lock (SD360)	Not specified	The ZC350's cover lock prevents the theft of card stock, as well as prevents unauthorized users from accessing the ribbon. Authorized personnel can dispose of the used ribbon using secure document handling services.
Printer-to-Host Authentication	Yes	No	No	No	No	Only the ZC350 offers printer-to-host authentication to prevent printing from unauthorized applications or devices.
Data encryption	Yes AES government-grade security	Yes For Magnetic Stripe	Yes For Magnetic Stripe		No	With the ZC350, government-grade encryption protects sensitive data during printing, such as account numbers.
Reject card bin	Standard (dual-sided) Secure Capacity: 10 cards	Standard Accessibility not specified Capacity: 30 cards	Optional Accessibility not specified Capacity: 30 cards	None specified	None specified	Improves security by ensuring poorly printed cards are not accessible until they are retrieved.
Other					Resin Scramble (option)	
TOOLS AND UTILITIES						
Software Development Kit	MultiPlatform SDK: Windows C#/Net, Java and Android	Evolis Premium SDK	Evolis Premium SDK	SDK for Windows	Not specified	With the ZC350, one kit supports Android, Java and Windows environments. Customers can easily build card-printing apps with complete control over print and encode functionality from Windows, Linux, Mac OS and Android environments.
Card Design Software	CardStudio compatible	cardPresso XXS Lite	cardPresso XXS Lite	Third party software options	Swift ID embedded badging application	CardStudio is simple-to-learn and feature-rich card design software that makes it easy to design loyalty cards, gift cards, ID cards and more.
Support/Management Tools	Print Touch	Evolis Print Center	Evolis Print Center	Not specified	FARGO Workbench Diagnosis Utility	Print Touch allows workers to tap the ZC350 Print Touch tag with an NFC-capable mobile device to access how-to and troubleshooting information.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



GROUP 2: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON: GROUP 2: AT-A-GLANCE ATTACK STRATEGIES

IDP Smart 50S and 50D	Matica Espresso 2	Magocard Rio Pro	Magocard Rio Pro 360
Use these mini fight-sheets for a quick at-a-glance view of the advantages of the ZC350 over each competitive device.			
<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, and ribbon changes Larger profile No manual feed Harder to use, 2-line display Slower color and monochrome printing Fewer specialty ribbons No locking options 	<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes Larger profile No display Slower monochrome printing Fewer specialty ribbons No security features 	<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes Larger profile Slower color and monochrome printing No Wi-Fi option No security features 	<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, and ribbon changes Larger profile Slower color and monochrome printing No Magnetic Stripe option No Wi-Fi option No security features

COMPETITIVE COMPARISON GROUP 2: FEATURE-TO-FEATURE COMPARISONS

	Zebra ZC350	IDP Smart 50S and 50D	Matica Espresso 2	Magocard Rio Pro	Magocard Rio Pro 360	Why it Matters
PHYSICAL CHARACTERISTICS						
Dimensions (H x W x D)	258 mm x 157 mm x 383 mm (single-sided) 258 mm x 157 mm x 468 mm (dual-sided)	195 mm x 170 mm x 510 mm (Smart 50D)	253 mm x 200 mm x 395 mm	250 mm x 220 mm x 470 mm	300 mm x 220 mm x 470 mm	The ZC350 offers the slimmest profile and lowest clearance in its class to fit in the most possible places — including under a counter or shelf.
Smallest footprint	Yes	No	No	No	No	
EASE OF USE						
Card feed thickness gauge	Adjusts automatically to any card thickness 10-40 mil	Manual adjustment for card thickness required 10-50 mil	Manual adjustment for card thickness required 20 - 50 mil	Manual adjustment for card thickness required 10-37 mil	Manual adjustment for card thickness required 9-40 mil	The ZC350's card feeder automatically adjusts to the thickness of each card, so users no longer have to adjust for different card stocks.
User Interface	Graphical color LCD and three tri-color LEDs	2-line LCD; 2 LED buttons	LEDs	LCD	LCD	The ZC350 offers highly-intuitive well-tested icons, animations and text-based messages in 10 languages to allow any user to easily understand what the printer needs and how to perform virtually any function.
Fool-proof ribbon changing	Ribbon cartridge Impossible to load incorrectly with one-way insertion point	Ribbon spool Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	The ZC350 offers the easiest ribbon changes in the industry — there's only one way to insert the ribbon and an innovative door-handle cartridge grip. Users will never wonder if they're inserting the ribbon correctly.
Output door design	Saloon-style doors that: <ul style="list-style-type: none"> Enable one-step retrieval of any number of cards Maximize output hopper capacity Save space 	No-door design that: <ul style="list-style-type: none"> Requires users to lift cards to remove Reduces output hopper capacity due to clearance requirements Saves space 	Users must open output hopper doors	No-door design that: <ul style="list-style-type: none"> Requires users to lift cards to remove Reduces output hopper capacity due to clearance requirements Requires more space 	No-door design that: <ul style="list-style-type: none"> Requires users to lift cards to remove Reduces output hopper capacity due to clearance requirements Requires more space 	The ZC350's saloon-style doors deliver three benefits. 1: Card removal is easy — there's no door to open or hopper walls that require lifting of cards. 2: Elimination of hopper walls and the related clearance requirement enables a major increase in hopper size. 3: No need to allow room on the desk to accommodate open doors.
Manual card feeder	Yes - with LED lightpipe guides	No	Yes (option)	Yes	Yes	Only the ZC350 makes it simple with a lightpipe that guides them through the process, like an ATM machine.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



GROUP 2: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 2: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)

	Zebra ZC350	IDP Smart 50S and 50D	Matica Espresso 2	Magocard Rio Pro	Magocard Rio Pro 360	Why it Matters
SOFTWARE: DRIVER EASE OF USE						
Complete control over specialty ribbons	Yes — right out of the box	No	No	No	No	Gives your customers complete flexibility to incorporate ribbon capabilities into card designs and optimize image settings with a card preview screen.
Customizable	Yes	No	No	No	No	Allows you to easily present different types of workers with the specific settings they need to do their jobs, preventing accidental changes that could impact card production.
Intuitive, readily accessible presentation of information	Yes	No	No	No	No	While all drivers offer the same basic settings, we invested a lot of time determining the most intuitive way to present information, eliminating the need to sift through many settings.
CARD PRINTING CAPABILITIES						
Sides	Single and dual-sided	SD50S: single-sided SD50D: single and dual-sided	Single and dual-sided	Single and dual-sided	Single and dual-sided	Products in this class offer a dual-sided printing option.
Resolution	300 dpi	300 dpi	300 dpi	Not specified	Not specified	Some competitive devices position 300x600 dpi and 300x1200 dpi print modes as an advantage. In reality, 300x600 and 300x1200 provide a minimally noticeable improvement in image quality, with a substantial reduction in print speed.
Speed: YMCKO/K	225 cph (single) 150 cph (dual)	220 cph (single) 150 cph (dual)	Up to 260 cph (single)	156 cph (single)	200 cph (single)	The ZC350 offers the fastest monochrome and among the fastest color printing speeds in its class combined with other innovative design features that boost productivity and ease of use.
Speed: Monochrome	1,000 cph (single) 500 cph (dual)	720 cph (single)	Up to 850 cph (single)	600 cph (single)	750 cph (single)	
Hopper capacity: input/output	100/100	100/40	100/80	100/70 200/200	100/70 200/70	The ZC350's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.
Encoding options	Magnetic Stripe, Contact, Contactless, Proximity, 3rd party contactless encoder	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Right out of the box, you get support for magnetic stripe, a proximity, contact and contactless combination encoder with a Secure Access Module (SAM) socket. And with ZIP Pocket, it's easy to integrate support for any 3rd party contact/contactless encoders customers may already own.
Specialty ribbons	Color metallic, pearlescent, long life	Scratch-off	Not specified	HoloKote watermarks; HoloPatch gold foil	HoloKote watermarks; HoloPatch gold foil	The ZC350 offers new ribbons with specialty colors and special effects — i.e. color-shifting graphics that are hard to counterfeit and watermark graphics that can only be seen when the card is tilted at an angle or under UV light.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



GROUP 2: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 2: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)

	Zebra ZC350	IDP Smart 50s and 50d	Matica Espresso 2	MagiCard Rio Pro	MagiCard Rio Pro 360	Why it Matters
CONNECTIVITY						
USB	USB 2.0 (Standard)	USB (Standard)	USB 2.0 (Standard)	USB (Standard)	USB 3.0 (Standard)	USB 3.0 connectivity on the printer offers no performance or reliability benefits. The USB 3.0 specification dictates that printers with USB 2.0 connectivity ports can operate with USB 3.0 PCs without any issues.
Ethernet	Yes (Standard)	Yes (Option)	Yes (Standard)	Yes (Standard)	Yes (Optional)	Standard Ethernet connectivity increases flexibility and printer usage; anyone has access to print cards without a direct connection.
Wi-Fi	802.11ac with MFi (Optional)	802.11b/g on the wireless range	Option - version not specified	No	No	Only the ZC350 offers a built-in 802.11ac Wi-Fi option for the fastest Wi-Fi speeds available.
SECURITY						
Locking option	Cover lock; Kensington lock slot (standard)	Not specified	Not specified	Not specified	Not specified	The ZC350's cover lock prevents the theft of card stock, as well as prevents unauthorized users from accessing the ribbon. Authorized personnel can dispose of the used ribbon using secure document handling services.
Printer-to-Host Authentication	Yes	Yes	No	No	No	Only the ZC350 offers printer-to-host authentication to prevent printing from unauthorized applications or devices.
Data encryption	Yes AES government-grade security	SSL over Ethernet; encrypted over USB	No	No	No	With the ZC350, government-grade encryption protects the most sensitive data during printing, such as account numbers.
Reject card bin	Standard (dual-sided) Secure Capacity: 10 cards	None specified	Standard Accessibility not specified Capacity: 90 cards	None specified	None specified	Improves security by ensuring poorly printed cards are not accessible until they are retrieved.
TOOLS AND UTILITIES						
Software Development Kit	MultiPlatform SDK: Windows C#/Net, Java and Android		Yes	Not specified	Not specified	With the ZC350, one kit supports Android, Java and Windows environments. Customers can easily build card-printing apps with complete control over print and encode functionality from Windows, Linux, Mac OS and Android environments.
Card Design Software	CardStudio compatible	Third party software options	Third party software options	Third party software options	Third party software options	CardStudio is simple-to-learn and feature-rich card design software that makes it easy to design loyalty cards, gift cards, ID cards and more.
Support/Management Tools	Print Touch	Not specified	Matica Printer Manager	Not specified	Not specified	Print Touch allows workers to tap the ZC350 Print Touch tag with an NFC-capable mobile device to access how-to and troubleshooting information.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



GROUP 3: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON: GROUP 3: AT-A-GLANCE ATTACK STRATEGIES

Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D
Use these mini fight-sheets for a quick at-a-glance view of the advantages of the ZC350 over each competitive device.			
<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes Larger profile Harder to use, 2-line display No Smart Card encoding No Wi-Fi option Fewer security options Fewer specialty ribbons 	<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, and ribbon changes Larger profile No display No manual feed Slower monochrome printing No Wi-Fi option No printer locking Fewer specialty ribbons 	<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, and ribbon changes Larger profile Display is not color No manual feed Slower monochrome printing Wi-Fi requires accessory Fewer security features 	<ul style="list-style-type: none"> Less innovative design: harder-to-use card feeder, hopper, and ribbon changes Larger profile Harder to use, 2-line display No manual feed Slower color and monochrome printing No Wi-Fi option Fewer security features

COMPETITIVE COMPARISON GROUP 3: FEATURE-TO-FEATURE COMPARISONS

	Zebra ZC350	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why it Matters
PHYSICAL CHARACTERISTICS						
Dimensions (H x W x D)	258 mm x 157 mm x 383 mm (single-sided) 258 mm x 157 mm x 468 mm (dual-sided)	224 mm x 224 mm x 538 mm	249 mm x 234 mm x 475 mm	249 mm x 234 mm x 475 mm	210 mm x 165 mm x 498 mm (51D: dual-sided)	The ZC350 offers the slimmest profile and lowest clearance in its class to fit in the most possible places — including under a counter or shelf.
Smallest footprint	Yes	No	No	No	No	
EASE OF USE						
Card feed thickness gauge	Adjusts automatically to any card thickness 10-40 mil	Manual adjustment for card thickness required	Manual adjustment for card thickness required 9-40 mil	Manual adjustment for card thickness required 9-40 mil	Manual adjustment for card thickness required 15-40 mil	The ZC350's card feeder that automatically adjusts to the thickness of each card, so users no longer have to adjust for different card stocks.
User Interface	Graphical color LCD and three tri-color LEDs	2-line LCD	LEDs	Graphical LCD (not color)	2-line LCD; two LED buttons	The ZC350 offers highly-intuitive well-tested icons, animations and text-based messages in 10 languages to allow any user to easily understand what the printer needs and how to perform virtually any function.
Fool-proof ribbon changing	Ribbon cartridge Impossible to load incorrectly with one-way insertion point	Ribbon spool Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	The ZC350 offers the easiest ribbon changes in the industry — there's only one way to insert the ribbon and an innovative door-handle cartridge grip. Users will never wonder if they're inserting the ribbon correctly.
Output door design	Saloon-style doors that: <ul style="list-style-type: none"> Enable one-step retrieval of any number of cards Maximize output hopper capacity Save space 	No-door design that: <ul style="list-style-type: none"> Requires users to lift cards to remove Reduces output hopper capacity due to clearance requirements Saves space 	Users must open output hopper doors	Users must open output hopper doors	No-door design that: <ul style="list-style-type: none"> Requires users to lift cards to remove Reduces output hopper capacity due to clearance requirements Saves space 	The ZC350's saloon-style doors deliver three benefits. 1: Card removal is easy — there's no door to open or hopper walls that require lifting of cards. 2: Elimination of hopper walls and the related clearance requirement enables a major increase in hopper size. 3: No need to allow room on the desk to accommodate open doors.
Manual card feeder	Yes - with LED lightpipe guides	Yes	No	No	No	Only the ZC350 makes it simple with a lightpipe that guides them through the process, like an ATM machine.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



GROUP 3: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 3: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)

	Zebra ZC350	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why it Matters
SOFTWARE: DRIVER EASE OF USE						
Complete control over specialty ribbons	Yes — right out of the box	No	No	No	No	Gives your customers complete flexibility to incorporate ribbon capabilities into card designs and optimize image settings with a card preview screen.
Customizable	Yes	No	No	No	No	Allows you to easily present different types of workers with the specific settings they need to do their jobs, preventing accidental changes that could impact card production.
Intuitive, readily accessible presentation of information	Yes	No	No	No	No	While all drivers offer the same basic settings, we invested a lot of time determining the most intuitive way to present information, eliminating the need to sift through many settings.
CARD PRINTING CAPABILITIES						
Sides	Single and dual-sided	Single and dual-sided	Single and dual-sided	Single and dual-sided	51S: single-sided 51D: single and dual-sided	Products in this class offer a dual-sided printing option.
Resolution	300 dpi	300 dpi standard; 300x600 dpi; 300x1200 dpi	300 dpi	300 dpi	300 dpi	Some competitive devices position 300x600 dpi and 300x1200 dpi print modes as an advantage. In reality, 300x600 and 300x1200 provide a minimally noticeable improvement in image quality, with a substantial reduction in print speed.
Speed: YMCKO/K	225 cph (single) 150 cph (dual)	220 cph (single) 165 cph (dual)	225 cph (single) 150 cph (dual)	225 cph (single) 150 cph (dual)	212 cph (single) 164 cph (dual)	The ZC350 offers the fastest monochrome and among the fastest color printing speeds in its class combined with other innovative design features that boost productivity and ease of use.
Speed: Monochrome	1,000 cph (single) 500 cph (dual)	Up to 1000 cph (single)	600 cph (single)	600 cph (single)	720 cph (single)	
Hopper capacity: input/output	100/100	100/25 (optional 6-compartment input hopper)	100/80	100/100 200/100 (optional)	100/40 200/100 (optional)	The ZC350's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.
Encoding options	Magnetic Stripe, Contact, Contactless, Proximity, 3rd party contactless encoder	Magnetic Stripe	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Right out of the box, you get support for magnetic stripe, a proximity, contact and contactless combination encoder with a Secure Access Module (SAM) socket. And with ZIP Pocket, it's easy to integrate support for any 3rd party contact/contactless encoders customers may already own.
Specialty ribbons	Color metallic, pearlescent, long life	None	Custom watermark	UV ribbon	Scratch-off	The ZC350 offers new ribbons with specialty colors and special effects — i.e. color-shifting graphics that are hard to counterfeit and watermark graphics that can only be seen when the card is tilted at an angle or under UV light.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



GROUP 3: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 3: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)

	Zebra ZC350	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why it Matters
CONNECTIVITY						
USB	USB 2.0 (Standard)	USB 2.0 (Standard)	USB 2.0 (Standard)	USB (Standard)	USB (Standard)	USB 3.0 connectivity on the printer offers no performance or reliability benefits. The USB 3.0 specification dictates that printers with USB 2.0 connectivity ports can operate with USB 3.0 PCs without any issues.
Ethernet	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Optional)	Standard Ethernet connectivity increases flexibility and printer usage; anyone has access to print cards without a direct connection.
Wi-Fi	802.11ac with MFi (Optional)	No	Option - version not specified	Wi-Fi accessory	No	Only the ZC350 offers a built-in 802.11ac Wi-Fi option for the fastest Wi-Fi speeds available.
SECURITY						
Locking option	Cover lock; Kensington lock slot (standard)	Not specified	No	No	Input hopper and ribbon lock (optional); Kensington lock slot (optional)	The ZC350's cover lock prevents the theft of card stock, as well as prevents unauthorized users from accessing the ribbon. Authorized personnel can dispose of the used ribbon using secure document handling services.
Printer-to-Host Authentication	Yes	No	Yes	No	No	The ZC350 offers printer-to-host authentication to prevent printing from unauthorized applications or devices.
Data encryption	Yes AES government-grade security	No	Yes AES government-grade security	Yes	No	Government-grade encryption protects sensitive data during printing, such as account numbers.
Reject card bin	Standard (dual-sided) Secure Capacity: 10 cards	Standard on 2-sided model Accessibility and capacity not specified	None specified	Standard Accessibility not specified Capacity: 100 cards	None specified	Improves security by ensuring poorly printed cards are not accessible until they are retrieved.
TOOLS AND UTILITIES						
Software Development Kit	MultiPlatform SDK: Windows C#/Net, Java and Android	Not specified	Not specified	Not specified	Not specified	With the ZC350, one kit supports Android, Java and Windows environments. Customers can easily build card-printing apps with complete control over print and encode functionality from Windows, Linux, Mac OS and Android environments.
Card Design Software	CardStudio compatible	Third party software options	Swift ID embedded badging application	Swift ID embedded badging application	Third party software options	CardStudio is simple-to-learn and feature-rich card design software that makes it easy to design loyalty cards, gift cards, ID cards and more.
Support/Management Tools	Print Touch	Not specified	FARGO Workbench Diagnosis Utility	FARGO Workbench Diagnosis Utility	Not specified	Print Touch allows workers to tap the ZC350 Print Touch tag with an NFC-capable mobile device to access how-to and troubleshooting information.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



THE BENEFITS OF SELLING ZEBRA CERTIFIED SUPPLIES

If something goes wrong with printing supplies, processes are interrupted, productivity suffers and costs rise.

Selecting the right printing supplies is critical.

For businesses that depend on thermal label printing, Zebra Certified Supplies provide the most consistent quality, performance and service so customers never have to worry about printing supply problems interrupting their operations. Benefits include:

Consistently Outstanding Quality

- All materials are inspected, converted and pretested using thermal-optimized processes
- We never substitute materials for any reason, so you get reliable performance
- Avoiding mishaps and premature printer wear boosts productivity and lowers TCO

Exceptional Service

- Zebra's infrastructure facilitates unparalleled reliability, flexibility and convenience
- Reliable, flexible service means greater operational efficiency and business scalability — as printing needs grow and change, we've got you covered

Unmatched Expertise

- Over 30 years of thermal printer and printing supply specialization make Zebra the ideal partner: Our printing supplies and printers are made for each other — and better together
- Customers have true peace of mind knowing the industry's best is in their corner

PRINT DNA FOR CARD — TRANSFORMING PRINTERS FROM THE INSIDE

A superior hardware solution takes more than just hardware. Print DNA for Card propels Zebra Link-OS printers into a class of their own, providing Zebra-only software tools that make life easier for everyone who touches Zebra Link-OS printers, from printing to printer management and application development.

For more information about Print DNA and its capabilities, please refer to www.zebra.com/printdna and the Print DNA Selling Guide.

ZC350 PRINT DNA TOOLS	
CardStudio	Simple-to-learn and feature-rich card design software makes it easy to design loyalty cards, gift cards, ID cards and more.
MultiPlatform SDK	The robust MultiPlatform Software Development Kit enables app creation on PCs, smart phones and tablets, supporting the most popular operating systems. It allows you to: <ul style="list-style-type: none"> • Easily build card-printing apps with complete control over print and encode functionality from Windows, Linux, Mac OS and Android environments • Enable card printing from Android mobile devices • Secure your apps with encryption and host authentication
Print Touch	With a single tap, you can use Android-based mobile devices to access how-to and troubleshooting information to help keep printers up, running and available.

ZEBRA GLOBAL SUPPORT SERVICE PLANS

SERVICE	FEATURES	TERMS
Zebra OneCare Select	<ul style="list-style-type: none"> • Comprehensive coverage, including printheads, normal wear and accidental breakage • Priority access 24x7 live technical support and software updates • Advance Replacement and Express Shipping (Next Day Device Replacement) • Commissioning • Online Return Material Authorization (RMA) support 	<ul style="list-style-type: none"> • 3 and 5 years • Renewals: 1 and 2 years
Zebra OneCare Essential	<ul style="list-style-type: none"> • Comprehensive coverage, including printheads, normal wear and accidental breakage • Priority access 8x5 live technical support and software updates • Three-day depot repair turnaround time plus free return ground shipping • Online Return Material Authorization (RMA) support 	

Note: Service availability may vary by region.

ZC350 CARD PRINTER

BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA



Features are subject to availability. Specifications are subject to change without notice.

Competitive data is based on publicly available information.



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
+1 847 955 2283
la.contactme@zebra.com