



APPLICATIONS

Industries

- Service bureaus
- Cruise lines
- Insurance companies
- Government

Applications

- Membership, loyalty, Financial cards
- Passenger cards
- Student and faculty IDs
- Government IDs

QUALIFYING SALES QUESTIONS

Do you need to print more than 25K cards or 105K impressions per day?

Do you want larger capacity input and output card hoppers?

Would you like to streamline operations with easy-loading, synchronized supplies and first in, first out card sequencing?

Are you looking to print professional-looking cards with minimal operator oversight?

ZXP Series 7 Pro Card Printer

EFFICIENTLY PRINT MORE CARDS, REDUCE OPERATOR OVERSIGHT, AND SAVE MONEY

For applications requiring additional throughput, Zebra® offers the ZXP Series 7™ Pro. With high-capacity input and output hoppers holding up to 250 plastic cards, users can produce larger batches without the need for constant staff oversight. And, it's less expensive to own and operate than any printer in its category.

KEY ATTACK POINTS

To increase your selling success, lead with the following key differentiators for the strongest ZXP Series 7 Pro positioning.

Spend less time replacing supplies

Reload supplies quickly and easily, and collect finished cards via the removable output hoppers. High-capacity input and output hoppers are perfectly synchronized with Zebra's high-capacity ribbons. With 750 images per ribbon roll, print three full batches of cards before needing to change ribbon. Save on operator time and reduce production interruptions.

Eliminate errors with first in, first out order sequencing

The ZXP Series 7 Pro features a mechanical stacker that organizes printed cards in a first in, first out sequence in the output hopper. No need to sort cards once the print job is completed.

Reduce total cost of ownership

With a lower purchase price and ownership costs versus the competition, Zebra helps you protect your bottom line.

Produce dual-sided, professional-looking cards

Print full-color, dual-sided cards with ease. The ZXP Series 7 Pro delivers fast yet reliable performance and prints sharp, vivid cards with photo-quality images. And, a laminating option can be added to the printer with an aftermarket upgrade kit, unlike many competitors.

Monitor and update printers remotely to improve operational efficiency

Oversee and manage your ZXP Series 7 Pro printers remotely in real time with Zebra's PrintMonitor™ software. Save time and money by managing and configuring your printer over the network. Prepare and manage maintenance needs in advance, and reduce operational oversight.

Evolve to meet changing business needs

Available with features like single- or dual-sided laminating, smart card encoding and connectivity options, the ZXP Series 7 Pro is flexible to meet business needs now and in the future.

OVERCOMING OBJECTIONS

Why can't I upgrade my existing ZXP Series 7 printer?

ZXP Series 7 Pro and ZXP Series 7 are separate printer models. Only the ZXP Series 7 Pro supports a high capacity output hopper.

Why is the ZXP Series 7 Pro more expensive than the ZXP Series 7?

The ZXP Series 7 Pro is intended to serve the service bureau market and is priced very competitively when compared against other printers intended for the same application.

SALES/REFERENCE MATERIALS

The Source:

zebra.gosavo.com/

ZXP Series Pro 7

Product Home:

www.zebra.com/zxpseries7pro

Global Services:

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

Learning Portal:

<http://learning.zebra.com>

Support Pages:

www.zebra.com/us/en/support-downloads/card/zxp-series-7.html

Developer Tools:

www.zebra.com/software

For more information on the ZXP Series 7 Pro Card Printer, please visit us on the web at: www.zebra.com

COMPETITIVE ANALYSIS: ATTACK POINTS FOR PRIMARY COMPETITORS

The following table provides details on a fight strategy for the ZXP Series 7 Pro card printer's key competitive devices.

Product	ZXP Series 7 Pro Advantages
Evolis Quantum	<ul style="list-style-type: none"> Lower purchase price (by approximately 12%) Faster print speed (by approximately 38%) Lighter unit weight (by approximately 42%) Laminate option Print monitoring software
NBS ImageMaster S-18	<ul style="list-style-type: none"> Lower purchase price (by approximately 35%) Higher card capacity hopper (250 vs. 200) Dual-side color Lighter unit weight (by approximately 48%) Laminate option Magnetic encoder (included as a standard feature on the ZXP Series 7 Pro)
NBS ImageMaster D-40	<ul style="list-style-type: none"> Lower purchase price (by approximately 79%) Dual-side color Lighter unit weight (by approximately 62%) Laminate option Magnetic encoder (included as a standard feature on the ZXP Series 7 Pro)

NOTE: The ZXP Series 7 Pro dual-sided + magnetic encoder option is used in the comparison above to the Evolis and NBS products.

ZEBRA GLOBAL SERVICES

SERVICE	ENTITLEMENTS	TIME OF PURCHASE	TERM	PART NUMBER
Zebra OneCare Select	<ul style="list-style-type: none"> Multiple years of seamless coverage at a cost-effective price Comprehensive coverage, including printheads, normal wear and accidental breakage 8x5 Level 1 Tech/ Call Support Depot repair with 3-day in-house turnaround time Next-Business Day (NBD) repair turnaround time option Access to user assessment/access to training Online Return Material Authorization (RMA) support 	Up front with the hardware (prepaid) or within 30 days thereafter	3 years	Standard: Z1AE-ZX7X-3C0 NBD Option: Z1AF-ZX7X-3C0
			5 years	Standard: Z1AE-ZX7X-5C0 NBD Option: Z1AF-ZX7X-5C0