Seven Things to Consider When Buying an Industrial Barcode Printer

With so many features and factors, it's easy to get overwhelmed. Let us help. The first step to finding the right printer is defining your printing needs. When evaluating your options, start by asking yourself the following questions:
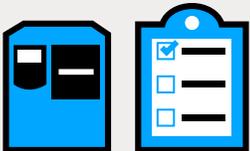
Why buy an industrial barcode printer?

Do you depend on barcode labels, tags or wristbands? Do they need to last, despite their exposure to sunlight, moisture or other harsh conditions? If the answer is yes to both questions, then industrial thermal printers are for you. Unlike inkjet or dot matrix printers, thermal printers use a heated printhead to produce an image. This process creates images with high print quality that can withstand greater abuse. They are also known for their low-maintenance durability and their high flexibility in adapting to different media and business applications.

Where do I intend to use the printer?

If you plan on placing the printer in your manufacturing plant or warehouse, then you will need a rugged one. Only industrial printers can take the extreme temperatures and tough environments of factories and warehouses.

What purpose will it serve?

It's important to take into account the types of labels and volume you will need to print. The smaller the label, the more precise the printer must be to output crisp, legible barcodes. The higher the volume, the greater the need for an industrial printer. That's because they are engineered for high printing cycles and continuous performance.

Whether the printer is for your large enterprise or small business, the last thing you want is to manage it. That's why it's important to buy a hassle-free industrial printer. With this helpful guide, you'll know how to spot those made to offload your workload. They share seven benefits that reduce your risk of printer downtime, security issues and unexpected expenses.

7 Print Attributes Not to Overlook

1 ### Quick Deployment
Time is the one resource you can never regain. But you can save it with printers designed to simplify setup. You should be able to easily connect the printer with a mobile device. Out of the box, it should offer a setup app to guide you through configuring the printer without any special, technical knowledge.

2 ### Easy to Use
Ease-of-use can translate into less frustration and downtime. Look for printers that utilize color-coded touch points and include diagrams inside. These can direct a novice through the process of loading the media or ribbon. Keep in mind components such as printhead pressure toggles and media sensors; they should be designed to simplify operation. Also, enquire if support or videos are available to help rapidly resolve errors.

3 ### Effortless Device Management
A printer you can monitor over the internet is one you can remotely upgrade — a true time-saver. Remote access also gives you immediate insight into the status of your printer's performance, ensuring greater uptime. Don't forget about the cloud. Check if your printer offers an encrypted, cloud connection. This ensures your printer can directly and securely connect to apps running in the cloud, for greater convenience.

4 ### Reliability and Support
The difference between a reliable printer and one prone to repairs is structure. Make sure yours is built to withstand dirt, dust, heat, cold and moisture. Equally important are service and support. Seek out printers that come with large, global support organizations. If you encounter technical issues, you don't want to deal with them alone. Given the sheer volume these printers will output, expect to replace certain parts, such as the printheads and platen rollers. Ideally, you want printers that either don't require tools to replace these parts or make the process of replacing common parts straightforward.

5   **Future Flexible**

Technology constantly evolves — so will your printing needs. Today, barcode labels are common. Tomorrow, RFID might be necessary. Invest in a printer made to adapt. It should allow you to add on new capabilities without any fuss. If it includes slots, even better. That will allow you to add new communication ports. It's wise to also opt for a printer with media handling options (for example, a label peeler or cutter) that can be installed in the field.

6   **Built-in Security**

The rising number of connected devices brings a rising number of entry points into your infrastructure. That applies to printers too, making security an imperative. Safeguard your system with printers that offer deep layers of built-in security, from encryption to preventative tools and proactive measures.

7   **Brand**

Your final task is choosing a brand. Brands such as Zebra come with an established reputation of being a provider of high-quality printers. The reliability of a well-known brand may end up costing you less in the long run. Some vendors offer multiple brands and others work directly for a single manufacturer. Choose a reputable seller that takes the time to fully understand your needs.

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Whether you're making deliveries, manufacturing and distributing goods, or serving customers, Zebra is dedicated to help you operate at your peak. Remove the hassle of printing. With a Zebra printer, each step is frustration-free. From our simplified setup to quality construction to productivity-enhancing tools, our printers are designed to be self-reliant, durable and endlessly ready to power through your work week. That's because customers like you serve as our benchmark and driving inspiration. The result are printers that go beyond just hardware; they deliver the type of autonomy, intelligence — and unlike other brands— security that give you peace of mind and a genuine sense of protection. You can go forth and print with confidence, knowing you have a partner with 50 years of thermal printing experience by your side.

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