

# ZEBRA PRINTING SOLUTIONS FOR THE PHARMACY.

ZEBRA OFFERS A COMPLETE RANGE OF COMPACT, RELIABLE, AND EASY-TO-USE PRINTERS FOR RETAIL AND HEALTHCARE FACILITY PHARMACIES.



## G-Series™

Zebra's G-Series compact desktop printers for print widths up to 4 inches deliver best-in-class speed and performance. From the basic GK™ model to the feature-rich GX™ model, the G-Series printers are reliable, durable, and flexible to fit almost any low- to mid-volume printing application and budget. EPL™ and ZPL® programming languages plus a variety of connectivity options assure an easy integration.



## ZT200™ Series

The ZT200 series design is the culmination of extensive feedback from our customers and understanding their printing applications. The ZT220 and ZT230 both feature space-saving design, effortless setup, intuitive user operation, and ease of service and maintenance. They offer outstanding performance and features not usually found in a printer this affordable.



## QLn™ Series

Whether you chose the 2-inch QLn220™ printer, or the QLn320™ for 3-inch-wide printing—both mobile printers provide easy usability and integration, plus drop-resistant durability. The QLn printers improve productivity and workflows with a large, easy-to-navigate display and a durable one-piece design for faster, high-quality printing.



## Genuine Zebra™ Supplies

To reduce medication errors, it is extremely important that the prescription label is readable for the life of the medication, regardless of what it comes in contact with—even heat, chemicals and moisture. Genuine Zebra labels are available in a range of materials and adhesives that can withstand all types of testing and storage requirements. Plus, our labels are suitable for all shapes and sizes of pharmacy vials.

## ZebraCare™

### Zebra Care

Zebra offers an array of service agreements designed to keep your printer in proper working condition. Purchasing a ZebraCare Depot or On-Site service agreement can reduce the cost of printer downtime due to lost productivity and unbudgeted repair costs.

For more information on how Zebra can help your pharmacy improve prescription labeling and other operations, call +1 800 423 0442, or visit [www.zebra.com](http://www.zebra.com)



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RETAIL PHARMACY  
**Increase Efficiency and Accuracy  
with Medication and Prescription  
Labeling from Zebra**

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SEE MORE. DO MORE.



# EFFICIENCY. ACCURACY. VERSATILITY.

## MEDICATION AND PRESCRIPTION LABEL PRINTING

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### What are some of the Key Issues in Pharmacies?

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The volume of prescriptions to be filled is rising sharply, and customers expect a quick service. Plus, the growing number of new medications, packaging options, and patient privacy and safety requirements all add complexity to the fulfillment process.

### See More and Do More with Barcode Labeling

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Barcodes give a virtual voice to your medications and prescriptions. The more medications are marked with barcodes, the more effective your pharmacy workflows will be. Below are some considerations to help you gain the full benefits of barcode labeling:

**Create a priority drug list** – The first priority in the pharmacy’s barcode program should be those drugs that are dispensed most frequently and have a high error rate. Pharmacies can produce unit-dose labels for compounds, IVs and other prepared medications, and re-label items whose manufacturer-supplied barcodes do not meet their needs.

**Select the symbology** – Determining the best symbology to use depends on the type and amount of data required in the bar code, and the space available for marking. The three leading symbologies for unit-of-use labelling are Code 128, Code 39, and the Reduced Space Symbology (RSS) family.

**Select the printing system** – The desired symbology, label sizes and quality as well as the printing volume drive the printer selection. Thermal printers are specifically built to produce crisp and smudge free barcodes for reliable readability. Plus, direct-thermal printers don’t use ribbons, which helps to protect patient privacy and comply with HIPAA mandates.

### The Best Prescription for Efficiency

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Using a single laser printer forces you to print all the necessary forms, documents, and labels appropriate to a particular prescription at one time. Introducing a **Zebra® thermal printer** to the process means that you can print the prescription label at the time that it is needed. Zebra printers are so fast that they save time in the prescription process. And they are as compact as a POS receipt printer, so they take up minimal desk space.

Some of the most successful pharmacies are investing in Zebra thermal label printers to enhance their competitiveness and profitability.

Zebra printers provide demonstrable improvement to the pharmacy workflow process:

- » Print prescription labels at the point when and where they are needed
- » Reduce wait time
- » Reduce print operating costs up to 40%
- » Reduce hardware maintenance costs
- » Empower versatility—Zebra printers can create barcodes for inventory, prescriptions and documentation, allowing you to track and reconcile patient and prescription information.

# LESS MAINTANANCE. LOWER COSTS. DURABLE LABELS.

ZEBRA THERMAL PRINTERS OUTWIT LASER PRINTERS.

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## Eliminate the Rising Costs of Laser Printer Maintenance and Supplies

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Printing labels on a Zebra thermal printer eliminates the need of an expensive specialty laser printer. Instead of having frequent toner replacements, thermal printers require minimal maintenance due to less parts and better technologies. Plus, they are quiet, fast and clean.

Replace multipart laser printer forms- which include dual web labels-with standard low cost bond paper. High quality long life thermal labels are widely available, bringing down the total costs of thermal printing compared to laser.



## Versatility—from Inventory Management to Documentation

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In addition to printing legible, secure and cost-effective prescription labels on-demand, Zebra's thermal barcode printers save time and increase accuracy in a number of applications: For example, streamline billing and record keeping with barcode systems to track and reconcile patient and prescription information, or manage more items through automated dispensing equipment by producing your own unit-of-use barcode labels.

## Easy Integration into Existing Pharmacy Systems

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Zebra has worked with leading pharmacy software providers to ensure the seamless integration of thermal printers into existing systems that were originally designed around laser printers.



## Strong Partnerships and Full Service

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Zebra and our channel partners offer a full range of direct thermal and thermal transfer printers and media which meet expectations of print quality,

long life and price competitiveness. Full installation, implementation, training, return to base and onsite maintenance support services are available.