



# Rethink Your Long-Life Card Printing

With Zebra ZC300 Series card printers and Long-Life Ribbons



# Reliable Printing. Long-Lasting Quality.

Whether you're creating ID badges for campuses and hospitals, printing retail loyalty cards or issuing banking or government-grade cards, you need lasting print quality that won't break the bank. Get a quality, cost-effective alternative to lamination with Zebra.

The ZC300 Series card printers and Long-Life Ribbons extend the durability of printed cards, more than doubling the life of standard card printing.\* And with a lower total cost of ownership, you get a greater return on investment. Need added security? Pair them with custom cards for added protection against fraud and counterfeiting.



**Education**



**Healthcare**



**Banking**



**Retail/Hospitality**



**Government**



\*Research conducted by third-party tests.  
Results are available upon request.





## Why You Need Advanced Durability

Protect your investment from:



### Wear and tear

Frequent use, abrasion, oils and chemicals can damage cards



### Security breaches

Improper security features leave sensitive personal and financial information subject to theft



### Missed sale opportunities

Damaged or defective cards mean dissatisfied customers and missed sales



### Frequent replacements

Card replacement is time consuming and costly, plus it frustrates users



### Time-intensive processes

Other larger, more complex printers are more difficult to use, requiring longer setup and significant training



### Dissatisfied customers

Unreliable cards and delayed replacement cards erode customer loyalty and trust

The standard life of a printed card is 2 years, but most transitional cards need to be replaced every 3–5 years.\*

**Extend the life of your card to improve your return on your card printing investment.**

\*Research conducted by third-party tests. Results are available upon request.



## Built Tough for All Use Cases

No matter your application, you need long-lasting reliability

### Education

On a daily basis, faculty, staff and students use cards to:

- Enter buildings and dorms
- Pay in cafeterias and campus convenience stores
- Gain access to restricted areas
- Use transportation
- Purchase books or retail

This type of regular use means cards wear quickly, requiring frequent, costly replacements.



### Healthcare

In fast-paced healthcare environments, caregivers can't waste time with faulty or damaged cards. They rely on them to:

- Securely log in to systems
- Access restricted areas
- Retrieve important equipment
- Administer necessary medications
- Transport patients

Also, their cards need to sustain frequent sterilizations and constant wear.



### Banking

Your clients expect the highest level of service and security to protect their sensitive information. They want:

- Cashless payments
- Seamless online purchasing
- Fraud protection
- Reliable chip and stripe functionality
- Rapid replacement when necessary

Without proper security features in place, their accounts could be exposed to theft.





## Retail and Hospitality

From gym memberships to loyalty cards, durability is necessary for frequent use to:

- Give access to rooms, membership facilities, etc.
- Be used by multiple people over time
- Prove membership status
- Make payment

Repeat use increases wear and tear on cards and shortens their lifespan.



## Government

Government agencies issue essential documents needed for:

- Proof of identification
- Domestic and international travel
- Access to government facilities, buildings, municipalities, etc.
- Registrations, applications and certifications
- Age-restricted purchases

It is critical for these cards to prevent fraud and tampering and last through expiration.



## Extend the Life of Your Cards with Long-Life Ribbons

Combat the wear and tear of frequent use with Zebra's Long-Life Ribbons. Add years of life and security features to cards without the high cost of lamination with double, reinforced overlay panels.



### Enhanced security

- Custom security marks
- Opacity mark printing
- Watermarks



### Advanced features

- Color, monochromatic or special color effects\*
- Single- or dual-sided printing in one process



### Durable for daily use

- Can last up to five years
- Rugged protective layer
- Edge-to-edge coverage

\*Special color effects requires use of additional specialty ribbons.

## Start Off Smart with the Right Card Supplies

Maximize your security benefits by pairing Long-Life Ribbons with the advanced features of Zebra ISO-compliant PVC and composite PVC plastic cards.

- Smart-card options
- Increased readability
- Overt, covert and forensic security features: photo box, guilloche pattern, clear window, magnetic stripe
- UHF Gen 2 RFID cards
- Reduced card printer wear and tear for lower maintenance cost



## Your Winning Printing Combination

Get the greatest value by combining the ZC300 Series printers with Long-Life Ribbons and card features. Together they are ready to tackle nearly any application.

- Award-winning, space-saving design
- Quick plug-and-play integration
- Intuitive color interface for easy operation
- 100-card input and output hoppers, and saloon-style doors for easy access
- Fool-proof ribbon replacement with smart chip
- Automatically adjust to card thickness
- Cover lock to prevent theft of cards and ribbons
- Smart-card encoding options, including HF and UHF RFID



reddot award 2019  
winner



## Top 5 reasons to choose Long-Life Ribbon

1. Improved total cost of ownership  
Lower capital costs and cost per card
2. Simplified customization  
Create and modify simple or complex designs as needed on the spot
3. Easy to use and maintain  
Fool-proof ribbon cartridge with smart chip makes media swaps simple
4. Smaller footprint  
Fits anywhere with a space-saving hopper and no laminator required
5. Extended durability  
Print durable cards with up to a five-year lifespan

Experience long-lasting card printing with less cost.

Learn more at [zebra.com/zc300-series](https://zebra.com/zc300-series)



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