

Why Should I Choose a Zebra Printer for my Small Business?

The answer's in black and white.

Need to print a batch of shipping labels for an e-commerce order? How about barcodes for inventory management in your warehouse? Or perhaps you need to print labels for patient identification in your lab.

Printing must happen, no exceptions. For small to medium sized businesses requiring shipping labels, receipts, barcode labels or wristband printing, to name a few, get it done with Zebra's printers. They're designed with one purpose—to help you perform your best.

With so many options available, why should you choose a Zebra business printer over a consumer printer for your small to medium sized business?

Consumer Printers	Business Printers
Durability and Speed	
Designed for low volume printing they often have issues like prematurely worn printheads requiring replacement sooner than anticipated.	Designed to withstand high print volumes, they are more durable to keep up with the pace of business operations, thereby extending their lifespan.
Service	
Consumer printers often have lifecycles without guaranteed repair, replacement or updates, leaving you with additional out of pocket expenses.	Printers designed for business use come with long-term support and features that simplify updates and maintenance.
Print Quality	
Poor-quality labels can lead to smudged or unreadable information and barcodes, opening the door to customer dissatisfaction.	Generate clear barcodes for accurate scanning, enhance visibility with RFID tags, and quickly and correctly label essential assets.
Cost	
While the cost of a consumer-grade printer might be enticing, it may turn out to be expensive in the long run if it has high running costs or requires constant service.	It's important to balance upfront costs with features, quality and total cost of ownership, rather than going with a cheaper option you'll need to replace in a year.



Key takeaways

Consider all the factors that contribute to the total cost of ownership (TCO), and you'll find that consumer-grade printers simply can't compete with business-grade printers.

If you're ready to move away from consumer-grade printers, Zebra is ready to assist you. Zebra's printers offer the durability your small to medium sized business demands. Don't sacrifice performance for savings. With a variety of price points, you can enhance your print quality and boost productivity without breaking the bank.

Everything you need. Nothing you don't.

Let us help you find the right printer for your needs.

Learn More



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