Why should you sell the ZD421 Series?

Top 5 Reseller Benefits

1. Solve a wide range of use cases.
The ZD421 is available in direct thermal, thermal transfer, ribbon cartridge and healthcare models to solve nearly every use case across industries.

2. Make it easy on yourself.
Avoid customer complaints due to inferior printer performance, unreliability and failures. When you sell a Zebra printer, you'll rest easy knowing every detail has been engineered to be simple, seamless and secure. And, it will operate flawlessly thanks to exceptional print quality, durable construction and performance-enhancing Print DNA software.

3. Increase each sale with accessories, services and supplies.
Add to each sale by offering your customers purpose-built accessories such as a carrying case, battery or enclosed power supply. Sell Zebra Certified Supplies for consistent, outstanding quality and performance. And, tap into the $3B service market with Zebra OneCare services, plus optional add-on services.

Security risks are real and increasing—even for thermal printers. Reinforce your role as a trusted advisor by shielding your clients from dangerous, costly IoT printer attacks. Unlike other brands, Zebra's printers feature PrintSecure, part of our Print DNA software suite to protect data, secure endpoints and prevent downtime mid-size businesses.

5. Expand your revenue streams with Managed Print Services (MPS).
Help your customers gain control and visibility of their printer fleets with MPS. Use Zebra's Print DNA software suite to remotely mange and optimize printers, track and automate supplies replenishment and ensure security printers, software, services and more.

Reseller Resources

Target Markets
- Retail
  - Shelf labels
  - Price markdowns
  - Return tags
  - Asset and inventory labels
- Healthcare
  - Lab and specimen labels
  - Prescription labels
  - Patient ID wristbands
  - Patient record labels
- Transportation & Logistics
  - Shipping and receiving labels
  - Packing slips
- Light Manufacturing
  - Product labels
  - Work-in-Process (WIP)
  - Inventory labels
  - Shipping labels

Sales Resources
- Partner Gateway Product Page
- ZD421 Spec Sheet
- ZD421 Healthcare Spec Sheet
- ZD421 Battlecard
- ZD421 Customer Presentation
- ZD421 Comparison Guide
- Desktop Positioning Guide