



Zebra™ IQ Color



A revelation in colour

Now you can print in colour with Zebra's **patented*** IQ Color direct-thermal ink technology, which is **compatible** with any Zebra® thermal printer. IQ Color labels use special invisible inks which react to heat, turning from clear to colour. Print in up to three colours plus black in a design of your choice. Use colour to **highlight important information** or issue instructions. This innovative technology provides a **flexible, efficient** and **accurate** method of using colour to give a label extra functionality without creating extra tasks.

Customise your needs

During label manufacturing, Zebra applies **invisible ink colours** to the zones you designate. Your printer **heat-activates** the ink to make selected colours visible as your application requires. It can reveal the colour in the form of shapes, text, graphics or reverse images.

To help you visualise the potential of IQ Color for your application, see the demonstration video at www.emea.zebra.com/en/supplies



Typical applications for IQ Color include:

- **Healthcare:**
Use colour to fast-track priority orders in laboratory specimen and pharmacy labelling
- **Retail:**
Use colour for price markdown or shelf label promotions
- **Transportation & Logistics:**
Use colour to create picking or shipping instructions or manage inventory more accurately
- **Manufacturing:**
Use colour to improve clarity of quality control and work in progress notes

* Patent only applies in the U.S.

Specifications at a glance*

Available colours

- Red
- Orange
- Yellow
- Green
- Blue
- Purple
- Cyan
- Magenta

Capabilities in colour zone

- Text
- Shapes
- Graphics (logos)
- Reverse image

Shelf life and storage conditions

- Six months

How it works.

IQ Color labels are manufactured to your specification. You choose where colour zones are needed in addition to standard black print. You can choose up to 3 colours plus black. Each colour needs to be in a separate zone on the label.

To print in colour in the zones, simply add text, images or symbols in the required colour zone and when the label is printed, this information will turn from clear to your pre-specified colour.

For a video demonstration, go to www.emea.zebra.com/en/supplies



Zebra's IQ Color. A revelation in colour.

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▶ For more information, visit www.zebra.com or e-mail mseurope@zebra.com

*Specifications subject to change without notice.

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