

# How to Sell Intermec Desktop Printers

## INTERMEC DESKTOP PRINTER VALUE PROPOSITION

### Intuitive – Easiest to Install & Use

- Multi-language LCD or universal icon user interface provide status updates increasing uptime
- Available with a half-inch or one-inch ribbon core maximizing time between roll changes for greater productivity
- One hand media loading and reloading for trouble-free use

### Flexible – Fits your business today & tomorrow

- User installable upgrades for network connectivity options and accessories provides long term confidence and scalability
- Modular IT-friendly design speeds up deployment and support, especially in networked and wireless environments
- All leading command languages standard enabling seamless deployment

### Smart – Keeps you informed & productive

- Remote status and updates with Intermec tools ensures fewer interruptions
- Programmability enables deployment of comprehensive labeling applications and solutions – including attached scanners, scales or other peripherals, all without the need for a computer
- Fastest print speed in its class at 8 ips


## DEPLOYMENT ENVIRONMENTS

- Transportation & Logistics
- SMB Distribution Center
- Healthcare
- SMB Manufacturing

## TARGET AUDIENCES

- Operations/Office Manager
- Purchasing
- IT Manager

## Choosing the Right Desktop Printer

CATEGORY	DESKTOP PRINTERS
Product	 <p>PC23d – Direct Thermal, PC43d – Direct Thermal, PC43t – Thermal Transfer</p>
Description	For low volume labeling applications. Typically less than 2 rolls or 1,000 labels per day.
Connectivity	USB, User Installable Options: Serial Dongle, Parallel Dongle, Ethernet (removable), 802.11 b/g/n, Bluetooth
Printer Language	Fingerprint, IPL, ESIm, ZSim, Dsim all standard. Easy autoconfiguration of printer language for quick deployment in just about any environment.

## Top Desktop Printing Sales Objections

OBJECTION	RESPONSE
We've always used a competitors' product / We don't want to change our application software for a new printer	<p>Intermec Printers include:</p> <ul style="list-style-type: none"> <li>• All-in-one languages standard – fit into any printing environment. (IPL, ZPL, EPL, DPL). Ability to print CPCL or ESC/P commands via FieldSoftware application</li> <li>• Many healthcare and WMS software certifications assure that the printers have already been tested with leading software applications</li> <li>• iFast – a rapid pre-sales program designed to ensure Intermec printers function properly with ZPL and EPL applications <a href="http://www.intermec.com/sales-marketing/selling-intermec/ifast/index.aspx">http://www.intermec.com/sales-marketing/selling-intermec/ifast/index.aspx</a></li> </ul>
We didn't know that Intermec was in the printer business	<ul style="list-style-type: none"> <li>• Intermec introduced the 1st barcode printer in 1971; 1st thermal printer in 1981– Intermec printers are built to last</li> <li>• Intermec's investing in desktop printers; 3 completely new models in 2012</li> <li>• The most complete range of printing solutions to serve the worldwide market</li> </ul>

OBJECTION	RESPONSE
Our existing printers are working, why change them?	<p>Intermec Printers offer advantages such as:</p> <ul style="list-style-type: none"> <li>• Faster time to first label and throughput including 8 ips printspeed, plus easy to understand printer status messages keep productivity high</li> <li>• Printers grow with your business – install connectivity and accessory options when you need them without requiring a new printer or service call</li> <li>• Industry leading connectivity for scalability &amp; added confidence: WiFi, CCX certified &amp; IPv6 standard</li> <li>• The only “Smart” desktop printers available – enables error-proof labeling, simplifying processes &amp; reducing hardware expenses</li> <li>• Features designed to speed deployment &amp; operations such as all-in-one command languages, USB host</li> </ul>

## Addressing Desktop Printing Audience Needs

AUDIENCE NEEDS	QUESTIONS	PRODUCT FEATURES – Every printer Includes:
Tools that integrate easily with existing systems today and in the future and reduce time to deploy and maintain	<ul style="list-style-type: none"> <li>• What is your printer command language?</li> <li>• What is your IT infrastructure (ERP, WMS system, LAN, Wireless)?</li> <li>• Who configures and installs your printers?</li> <li>• How do you connect (or plan to connect) printers to the network? Will that change over time? Are you concerned about network security?</li> <li>• Who maintains your printers?</li> </ul>	<ul style="list-style-type: none"> <li>• All in One Printer Command Languages (FP, DP, IPL, ZPL, EPL, DPL = Integration into typical environments</li> <li>• USB Host/Boot enables file download from USB Thumb Drives</li> <li>• Industry leading connectivity today or user upgradeable in the future for scalability &amp; added confidence: Ethernet, Bluetooth®, WiFi, CCX certified &amp; IPv6 standard</li> <li>• Many healthcare and WMS software certifications for leading software compatibility</li> <li>• Remote monitoring and updates via printer webpage, SmartSystems™ and or Wavelink Avalanche™ delivers a powerful ROI</li> </ul>
Improve productivity & efficiency to increase profitability	<ul style="list-style-type: none"> <li>• Is your labeling operation inefficient? Do you experience labeling errors?</li> <li>• Do you experience a large number of service calls for your existing label printers?</li> <li>• What sizes and label media types are used today? Do you expect these to change?</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to understand printer status messages from either universal icons or VGA display in 10 user languages keep productivity high and greatly reduces service calls</li> <li>• L-o-n-g 300m ribbon length reduces number of times operator must stop to change ribbon (1 change to every 4 changes in the competitors' printer)</li> <li>• One handed media loading for quick, trouble free use</li> <li>• Industry leading connectivity today or user upgradeable in the future for scalability &amp; added confidence: Ethernet, Bluetooth®, and WiFi, CCX certified &amp; IPv6 standard</li> <li>• Programmability enables deployment of comprehensive labeling applications and solutions – including attached scanners, scales or other peripherals, all without the need for a computer</li> <li>• Largest memory with 128MB Flash/RAM and fastest printspeed at 8 ips offer fastest time to first label and throughput</li> <li>• Widest range of media available for a desktop printer including tags, receipts, linerless, floodcoat, RFID tags. Media consistency with other printers.</li> </ul>
Reduce training costs for workers	<ul style="list-style-type: none"> <li>• How do you train new workers?</li> <li>• Is your turnover rate high?</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to understand printer status messages from either universal icons or VGA display in 10 user languages maximizes uptime</li> <li>• One handed media loading is simple for new users</li> <li>• Easy to clean or replace platen roller requires no tools</li> </ul>

### For more Information:

Visit the PC23 & PC43 sales resources tab on INsider ([intermec.com/products/printers\\_media/desktop](http://intermec.com/products/printers_media/desktop)) for valuable sales tools such as the quick comparison guide, videos, media guides and more.

### Solutions:

Visit the T&L, Healthcare, Manufacturing and Distribution Center deployment environment pages on INsider for additional tools and collateral.

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