



IQ Color

THE FLEXIBILITY TO PRINT COLOR VISUAL CUES ON DEMAND

Print color labels on demand using Zebra's exclusive IQ Color direct thermal ink technology, and any Zebra® thermal printer.



IQ Color enables you to create visual cues or highlight important information — and do it as needed — within your current label format. This innovative technology provides a flexible, efficient and accurate alternative to such methods as using preprinted color thermal media, laser or ink jet printing, separate color labels, or color markers.

Customized to Your Needs

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

Take a Cue from Color with IQ Color. Typical Color-Cue Applications Include:

Healthcare

- Lab
- Specimen
- Pharmacy order prioritizing

Retail

- Markdown labels
- On sale labels
- Product attributes

Manufacturing

- Quality control
- Work in process

Transportation and Logistics

- Instructions for sortation
- Inventory management
- Shipping (e.g., RUSH)

Specifications

MATERIALS

IQ Color 2000D	IQ Color 2000D 3.3mil Receipt
IQ Color 2000D Removable	IQ Color 2000D 5 mil Tag
IQ Color 2000D Opaque	IQ Color 2000D 7 mil Tag

COLORS

	Red		Purple
	Orange		Cyan
	Yellow		Magenta
	Green		Brown
	Blue		

Special-order colors available

CAPABILITIES IN COLOR ZONE

Text
Shapes
Graphics (logos)
Reverse image

SHELF LIFE AND STORAGE CONDITIONS

1 year

PRINT SPEED

Up to 12 inches per second

For optimum print quality and printer performance, use genuine Zebra supplies. Specifications subject to change without notice.

VISUALIZE THE POTENTIAL OF IQ COLOR FOR YOUR APPLICATION.

For more information about IQ Color, visit www.zebra.com/iqcolor or access our global contact directory at www.zebra.com/contact