



# 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](http://www.zebra.com/iqcolor) or access our global contact directory at [www.zebra.com/contact](http://www.zebra.com/contact)