



Product Communication



Type: EMEA Product Announcement
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Subject: PF8 Launch Kit

Intermec is now introducing a new small size value printer PF8.

The PF8 printers, available in direct thermal (PF8d) or thermal transfer (PF8t) versions, offer compact size, sturdiness, and silent operation, perfect for a variety of applications in retail, office, service industry and healthcare settings.

PF8d

Direct thermal only (no ribbon)

With the smallest footprint of any Intermec fixed position printer, the PF8d is ideal for space restricted applications requiring less than 1000 labels per day. The direct thermal printer delivers clean, crisp barcodes on tags, tickets and labels. A real-time clock, a standard feature on this model, enables time stamping of the media as it prints.



PF8t

Thermal transfer (ribbon option)

Slightly larger than the PF8d, the PF8t thermal transfer printer is able to accommodate very large ribbon rolls (300m / 11,800 inches) for a printer in its class, thanks to 1" core media. This eliminates frequent ribbon changes and downtime. The PF8t also accepts a compact flash card to expand its memory by 1GB.

This document contains the following information:

1. Background / Market size
2. Product Specifications
3. Key Selling Points
4. Markets and applications
5. Ordering - Configurations and Accesories
6. Media

- 7. Competition and PC4 Comparison
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1. Background / Market size

Both the PF8d and PF8t support dozens of 1D and many of the popular 2D symbologies, including DataMatrix and QR Code. PF8 printers are compatible with printers supporting Esim or EPL programming language (91, 7422 and C4/PC4) and are the ideal, straightforward replacement for these legacy printers.

VDC (Venture Development Corporation) categorize this type of printer as an ultra entry level / entry level printer. You can see in the diagram below that this market is growing with approx 7-10% per years, for new installations and also replacement for old printers.



Exhibit IIIB-31 Forecasted EMEA Shipments of Thermal Bar Code Printers Segmented by List Price (Millions of Dollars)								
	Historical	Base Year	Forecast					CAGR
	2005	2006	2007	2008	2009	2010	2011	2006-2011
Ultra Entry Level (<\$500)	21.6	23.8	25.6	27.6	29.8	32.1	34.7	7.8%
Entry Level (\$500-\$1,000)	116.1	131.1	146.5	162.9	180.2	198.5	217.7	10.7%
Lower Mid-Range (\$1,000-\$1,750)	94.0	93.3	96.8	100.3	104.0	107.9	111.8	3.7%
Higher Mid-Range (\$1,750-\$2,500)	90.3	89.7	100.7	113.1	127.1	142.8	160.4	12.3%
High Performance (>\$2,500) - Non-RFID	59.1	58.1	57.6	57.1	56.5	56.0	55.5	-0.9%
High Performance (>\$2,500) - RFID Encoder	1.6	2.8	4.2	6.3	9.6	14.5	22.1	51.6%
High Performance (>\$2,500)	<u>60.7</u>	<u>60.9</u>	<u>61.7</u>	<u>63.4</u>	<u>66.1</u>	<u>70.5</u>	<u>77.6</u>	5.0%
Total	382.7	398.7	431.4	467.4	507.2	551.8	602.2	8.6%

Source: AIDC Global Industry Business Planning Service. 2007 Service Year by Venture Development Corporation

2. Product Specifications

PF8 printers have a brand **new electronic platform** with 32 bit processor (PC4 /16 bit) much bigger memory for logo, pictures and extremely long labels.

There is also a new USB 2.0 interface (PC4 had USB 1.1) this new interface is a high speed communication. In general PF8d have a very **attractive small design**, and easy to load labels. PF8t have a much **longer ribbon** than the competitors and PC4 (300m vs 100m).

		
	PF8d	PF8t
Standard Interface:	RS-232C, USB v.2.0, and Centronics	RS-232C, USB v.2.0, and Centronics
Print speed:	203 dpi →4 ips (101.6 mm)	203 dpi →4 ips (101.6 mm) 300 dpi →2 ips (50.8 mm)
Length:	218 mm (8,58 in)	285 mm (11,2 in)
Height:	116 mm (4,56 in)	172 mm (6,77 in)
Width:	168 mm (6,61 in)	226 mm (8,9 in)
Weight:	2 kg (4,41 lbs)	2,5 kg (5,07 lbs)
Print resolution:	203 dpi	203 dpi standard 300 dpi optional
Real time clock:	Yes, standard	Optional, field installable
Compact Flash slot:	No	Yes
Accessories		
* Ethernet	Adapter EasyLAN 100e	Adapter EasyLAN 100e
* Cutter	Yes	Yes
* Self Strip with label taken sensor	Yes	Yes

3. Key Selling Points

When talking about PF8 printers, do not forget highlight the following points:

- Small footprint, ideal for space restricted applications.
- User-friendly design makes it quick and easy to setup and re-load supplies when needed.
- 1” core, large capacity media rolls, large label width. Easy migration to standard industrial media as used in PD/PM/PX series.
- Choice of 200 or 300 dpi resolution
- Smooth migration from PC4, full compatibility in protocols or software

Most common interfaces supported: Ethernet (thru EasyLAN 100e), USB 2.0, Parallel and Serial.

4. Markets and applications.

The PF8 printers, offer compact size, sturdiness, and silent operation, perfect for a variety of applications where a relative low number of labels will be printed (approx. 500 labels per day) in a non-hard or duty environment.

In Retail / Office / Light Industry markets, is specially designed for Product Labelling, Inventory Management, Asset and Shelf labelling in SoHo environment.

In Healthcare, applications as Patient Records, Prescription Labels, Laboratory and Specimen

Labelling fit specially well as silent operation and extremely reduced footprint.

In T&L, ideally suited for Shipping Labels, Shelf Labelling for Pick up & Delivery, due to very user friendly handling, easy set up and large capacity rolls.

5. Ordering - Configurations and Accessories

PF8 will be available, at a very competitive pricing, exclusively through Distribution. Please contact with your Channel Sales Manager in order to get the list of Distributors to be contacted in your country.

Please see the “PF8 Solution Guide” attached in order to get the list of accessories available.

6. Media

PF8 uses standard media, with following features:

Ribbon Size:

- Min and Max Ribbon width: 30 - 110 mm
- Core Diameter: 25.4 mm \pm 0.2 mm (1,0” in PF8 versus 0.5” in PC4).
- Max Ribbon outer diameter: 68 mm
- Ink Out

Benefits of the 1.0” ribbon core are:

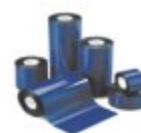
- *Longer ribbon roll (300 meters) versus the ribbon length with a 0.5 inch core (90 meters).*
- *Less time to change over ribbons due to longer length*
- *The ribbon with 1.0 inch core tends to be a lower cost*

Use the same ribbon when you move up to the Commercial printer line (PD41 / PD42) or Industrial Mid Range printers (PF2, PF4, or PM4).

Media Size:

- Paper width: 25.0 mm ~ 118,0 mm (cutter and stripper only up to 116 mm)
- Media thickness: 60 μ m ~ 200 μ m
- Max labell roll diameter: 5” (127 mm)
- Core diameter: 1”, 1.5” and 3”
- Labels out

A great variety of Ribbons and Labels could be used, following you can find those offered by Intermec under Quick Ship Program.



Quick Ship Ribbon

Printer	Width	Length	Partnumber	Ribbon Quality	Winding	Rolls per box
PF8	60	300	1-970700-15-0	Premium HP06	Out	20
PF8	110	300	1-970700-05-0	Premium HP06	Out	10
PF8	60	300	190642-0	Standard GP02	Out	20
PF8	110	300	1-970655-00-0	Standard GP02	Out	10
PF8	60	300	190643-0	Super Premium HR03	Out	20
PF8	110	300	1-970657-01-0	Super Premium HR03	Out	10







Quick Ship Labels

Printer	Width	Length	Partnumber	Label Quality	Labels per roll	Rolls per box	Perf.
Together with ribbon							
PF 8	50,80	25,40	120035	TTR Uncoated Paper	1 760	24	Y
PF 8	101,60	50,80	120075	TTR Uncoated Paper	930	12	Y
PF 8	101,60	101,60	120109	TTR Uncoated Paper	480	12	Y
PF 8	101,60	152,40	120099	TTR Uncoated Paper	320	12	Y
PF 8	50,80	25,40	120037	TTR Coated Paper	1 760	24	Y
PF 8	101,60	152,40	120100	TTR Coated Paper	320	12	Y
PF 8	101,60	50,80	120085	TTR Coated Paper	930	12	Y
No ribbon							
PF 8	50,80	25,40	120043	Thermal Eco Paper	1 760	24	Y
PF 8	101,60	50,80	120092	Thermal Eco Paper	930	12	Y
PF 8	101,60	152,40	120103	Thermal Eco Paper	320	12	Y
PF 8	50,80	25,40	120048	Thermal Topcoated Paper	1 760	24	Y
PF 8	101,60	50,80	120094	Thermal Topcoated Paper	930	12	Y
PF 8	101,60	152,40	120104	Thermal Topcoated Paper	320	12	Y

Note:

Winding is out for all quickship labels

7. Competition and PC4 Comparison

Manufacturer		Intermec	Intermec	Zebra	Tec
Printer Model					
		PF8	EasyCoder PC4	LP/TLP 2844-Z	B-SV4D/T
Physical Characteristics	Height	PF8d 116 mm (4.56 in) PF8t 172 mm (6.77 in)	167 mm (6.58 in)	LP 168 mm (6.6 in) TLP 173 mm (6.8 in)	B-SV4D 169 mm (6.7 in) B-SV4T 188 mm (7.4 in)
	Width	PF8d 168 mm (6.61 in) PF8t 226 mm (8.90 in)	230 mm (9.06 in)	LP 193 mm (7.6 in) TLP 198 mm (7.8 in)	B-SV4D 200 mm (7.9 in) B-SV4T 213 mm (8.4 in)
	Depth	PF8d 218 mm (8.58 in) PF8t 285 mm (11.2 in)	257 mm (10.11 in)	LP 208 mm (8.2 in) TLP 238 mm (9.4 in)	B-SV4D 232 mm (9.1 in) B-SV4T 314 mm (12.4 in)
	Weight	PF8d 2.0 kg (4.41 lbs) PF8t 2.5 kg (5.07 lbs)	2.3 kg (5.07 lbs)	LP 1.5 kg (3.2 lbs) TLP 1.7 kg (3.7 lbs)	B-SV4D 2 kg (4.4 lbs) B-SV4T 2.8 kg (6.2 lbs)
Printing Characteristics	Print resolution	PF8d 203 dpi PF8t 203/300 dpi	203 dpi 300 dpi	203 dpi	203 dpi
	Maximum Print Width	203 dpi - max 104 mm (4.1 in) 300 dpi - max 106 mm (4.2 in)	203 dpi - max 104 mm (4.1 in) 300 dpi - max 102 mm (4.02 in)	104 mm (4.1 in)	108 mm (4.2 in)
	Maximum Print Length	1727 mm (68 in)	472 mm (8.1 in)	990 mm (39 in) (with standard memory)	610 mm (24.1 in)
	Nominal Print Speed	Up to 4 ips	Up to 4 ips	Up to 4 ips	Up to 5 ips
Media Characteristics	Label Size:				
	Maximum Width	118 mm (4.65 in)	114 mm (4.5 in)	108 mm (4.25 in)	118 mm (4.6 in)
	Minimum Width	25.4 mm (1 in)	25.4 mm (1.0 in)	25.4 mm (1.0 in)	25.4 mm (1.0 in)
	Maximum Roll Diam.	127 mm (5.0 in)	127 mm (5.0 in)	127 mm (5.0 in)	127 mm (5.0 in)
	Minimum Core Diameter	25.4 mm (1 in)	25.4 mm (1 in)	25.4 mm (1 in)	25.4 mm (1 in)
	Maximum Core Diameter	38.1 mm (1.5 in)	38.1 mm (1.5 in)	38.1 mm (1.5 in)	38.1 mm (1.5 in)
	Ribbon Size:				
	Maximum Ribbon Length	300 m (11800 in)	100 m (3937 in)	74 m (2913 in)	300 m (11800 in)
Core Diameter	25.4 mm (1 in)	12.7 mm (0.5 in)	12.7 mm (0.5 in)	n/a	
Max Outer Diameter	68 mm (2.68 in)	41 mm (1.6 in)	34 mm (1.34 in)	n/a	
General Impression	Excellent Media access with ribbon capacity equal to industrial printers	Comparably sturdy double-wall plastic desktop printer featuring integrated double clamshell design	Double-wall clamshell chassis, functional but not very sturdy, underdimensioned and fragile printhead/ribbon mechanics.	Modern double-wall clamshell-design desktop printer	

When talking about competitors, several compact size printers are offered in the market, however perhaps LP/TLP 2844-Z from Zebra should be the main competitor to focus on; below you can find several points to be highlighted.

Choice of 200 or 300 dpi resolution: the PF8t is available with 203 or 300 dpi resolution and the Zebra 2844 is available only in 203 dpi.

Large capacity media rolls, large label width: the PF8t thermal transfer printer is able to accommodate very large ribbon rolls (300m / 11,800 inches) versus the 74 m (2913 in) of Zebra model, this eliminates frequent ribbon changes and downtime.

Fast Ethernet Interface: the wired network interface supports Standard Ethernet/Fast Ethernet connection 100BaseT versus the only Standard Ethernet 10BaseT supported by Zebra 2844.

Interface USB v. 2.0: the PF8 supports the interface USB v. 2.0 versus the Zebra USB v. 1.1.

Maximum Print Length: Shorter Zebra print length at 990 mm (39 in) versus PF8 print length at 1727 mm (68 in).

8. Documentation

All manuals are available on Intermec partner web GSS

Please refer to the following web link to obtain the latest updated manual information

http://home.intermec.com/eprise/main/GSS/Service/Content/Manuals/Manual_Home

Getting Started

PF8d Quick Start Guide
PF8t Quick Start Guide

Product Manuals

PF8d/PF8t Printers User's Guide
EasyLAN 100e Ethernet Adapter User's Guide

Programming/Software Manuals

ESim for the PC4/PF8 Bar Code Label Printer Programmer's Ref

Accessory Manuals

EasyLAN 100e Ethernet Adapter Quick Start Guide
PF8 Cutter Installation Instructions
PF8 Stripper Module Instruction Sheet
PF8t CompactFlash Adapter Installation Instructions

Manual Supplement

PF8d/PF8t Compliance Insert



9. Field Marketing material

You can find a number of good pictures (low or high resolution) of the PF8 on our new image library:

<http://imgasset.intermec.com/res/sites/intermec/>

Document Downloads

- [PF8 Solution Guide \(.pdf\)](#)
- [Product Profile \(.pdf\)](#)
- [Sales Power Point Presentation \(.ppt\)](#)
- [Frequently Asked Questions \(.doc\)](#)

For any questions regarding this announcement, please contact:

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