

Product Communication



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Subject: PF8 Update

As you already know, at the beginning of 2008 Intermec introduced the new PF8 Printer family to replace the PC4 Printers. Improving our supply chain efficiency, this entry level positioned product is sold through distribution, except special circumstances in Middle East to be approved by Stuart Scott. The PF8 Launch Kit with detailed target Market Size, Product Specifications, Competitive Analysis, Product Profile and Sales Presentation was released in July; please see EMEA-PM08-022 dated 22.07.2008.

The goal of this communication is to clarify the current situation about the PF8 Printer family in order to mitigate any transition issues for current PC4 customers.



1. PF8 and PC4

We are shipping two versions of PF8: PF8d and PF8t.

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.

PC4 Compatibility

There are no compatibility issues between PF8d and PC4 Direct Thermal configuration.

Only one part number is available for Direct Thermal printer.

PF8d Available Configurations

PF8DA03000000 PF8D, No power cord, 200 dpi

Accessories:

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

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 feature **eliminates frequent ribbon changes and downtime**.

The PF8t also accepts a compact flash card to expand its memory by 1GB.

The PF8t is available in two configurations: 203 dpi or 300 dpi.

PF8t Available Configurations

PF8TA03000000 PF8T, No power cord, 203dpi
 PF8TA03001000 PF8T, No power cord, 300dpi

Accessories:

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

PC4 Compatibility

There is a compatibility issue between PF8T and PC4 Thermal Transfer configuration:

- PF8t has 1.0" core ribbon, both UNWIND and REWIND (1.0 / 1.0).
- PC4 has 0.5" core ribbon UNWIND REWIND (0.5 / 0.5).

Recently, the US Price Guide included two Available configurations of PF8t, 0.5" core. It is important to clarify that both of them are currently retired from US Price List, and these options have never been included in the EMEA Price Guide.



Today there are no plans for developing 0.5" option and Intermec position is clearly promoting 1.0" core ribbon as an advantage against the competition:

- **Longer ribbon roll (300 metres) versus the ribbon length with a 0.5 inch core (90 metres).**
- **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).**

2. PF8 Key Selling Points and Features

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

- PF8t list price is lower than PC4. PF8 is lower list price than Zebra 2844 for both d and t versions.
- Small footprint, ideal for space restricted applications.
- User-friendly design makes it quick and easy to setup and re-load supplies when needed.
- PF8 allows for longer ribbon with 1.0 inch core versus 0.5 inch core on PC4 and Zebra (300 metres for PF8 versus 100 metres for PC4 and 74 metres for Zebra 2844).
- The 1.0 / 1.0 option works well for customers who want to migrate up (some day) to the Commercial printer line (PD41 / PD42) or Industrial Mid Range printers (PF or PM).
- Choice of 200 or 300 dpi resolution
- Smooth migration from PC4, full compatibility in protocols or software.
- PF8 handles larger graphics-based formats faster than PC4 (32 bit processor versus 16 bit processor). Zebra 2844 is equivalent to PF8 with a 32 bit processor.
- Most common interfaces supported: Ethernet (through EasyLAN 100e), USB 2.0, Parallel and Serial.
- PF8 features latest USB (2.0 versus 1.1 on PC4)

		
	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. Ordering - Configurations and Accessories

PF8 are available exclusively through distribution, except special circumstances in Middle East approved by EMEA Marketing Director – Stuart Scott.

Minimum Number of Units for a single order is 50 Units.

	PF8d Available Configurations
PF8DA03000000	PF8D, No power cord, 200 dpi
	PF8t Available Configurations
PF8TA03000000	PF8T, No power cord, 203dpi
PF8TA03001000	PF8T, No power cord, 300dpi

Accessories:

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

4. Media

PF8 uses standard media, with the following features:

Ribbon Size:

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

Media Size:

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

Note: Please see the "PF8 Launch kit" (EMEA-PM08-022 dated 22.07.2008) for more details.

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