



PRODUCT PITCH

The WS4 4-inch thermal desktop printers are feature-rich, affordably priced and provide great throughput. Standard features include: a three-color LED lamp system, multiple user interfaces, existing integration support with on-board emulations, and a full list of additional options.

QUICK SPECS

- Print Resolution: 203 and 300 dpi
- Print Method: TT and/or DT
- Print Speeds up to 6 ips
- Maximum Print Width: 4.09"

OPTIONAL ACCESSORIES

- **Guillotine Cutter** - Separate individual prints or batches of labels and tags.
- **Dispenser** - A built-in label peeler removes the backing paper, allowing users to grab and apply labels quickly.
- **Real Time Clock** - Provides a date and time stamp, best used for compliance and validation.
- **WLAN** - IEEE 802.11 b/g/n
- **Bluetooth** - V2.1 + EDR

FEATURES & BENEFITS

Productivity

- Easy load media accepts face in and face out labels and ribbons.
- Less ribbon replacement with 300m rolls supported.
- Rear media access for fan-fold or larger OD media supply rolls.
- Continuous, tear-off, cutter, and dispense print methods offer a variety of media and applications.

Intelligence

- Pre-installed emulations -Quick plug+play replacement of printers in legacy applications without extensive IT/IS support. Use auto-detect to switch from one emulation to another without downtime.
- LED Status indicators assist operators in easily knowing the status of the printer.
- Multiple communication ports for a variety of installations.

Ease of Use

- Flexible print methods of thermal transfer or direct thermal.
- Tool-less maintenance for easy replacement of print head and platen roller.
- Adjustable I-mark sensor and auto calibration.

Software

- Cerner Validated for use with Cerner Health IT systems.
- WS4 Printer management utility.
- USB firmware upgrade deploy on single or multiple units.

COMPETITIVE LIST PRICING

SATO WS4	\$475.00
ZEBRA ZD421	\$720.00
ZEBRA GX420T	\$824.00
HONEYWELL PC42T	\$386.25
CITIZEN CL-E321	\$405.00

COMMON VERTICAL APPLICATIONS

- **Retail:** Price labels/tags, shelf edge labels, warehousing, receiving, shipping labels, packaging slips
- **Healthcare:** Patient Identification, Pharmacy and Product Labeling, Wristbands, Specimen labeling, Slide labeling, Long-term care, Blood, Kitting, Manufacturing
- **Food Safety / HoReCa:** Ingredient/allergen labels, price labels, inventory management, product preparation
- **Logistics/Transportation:** Shipping labels, parcel routing, reverse logistics, cross-docking, 3PL
- **Manufacturing:** Small components, electronics, automotive, compliance, product ID, serial numbering, shipping & receiving

COMPETITIVE ADVANTAGES

	SATO WS4	ZEBRA ZD421	ZEBRA GX420T	HONEYWELL PC42T	CITIZEN CL-E321
Model	203 dpi / 4"	203 dpi / 4"	203 dpi / 4"	203 dpi / 4"	203 dpi / 4"
List Price	\$475	\$720	\$824	\$386.25	\$405
Print Method	Thermal Transfer	Thermal Transfer	Thermal Transfer	Thermal Transfer	Thermal Transfer
Max Print Speed	Up to 6 ips	Up to 6 ips	Up to 6 ips	Up to 4 ips	Up to 8 ips
Media Roll Diameter	5.0" OD	5.0" OD	5.0" OD	5.0" OD	5.0" OD
Operational Environment	41° F to 104° F	40° F to 104° F	40° F to 105° F	41° F to 104° F	Not available
Memory	16 MB Flash, 32 MB SDRAM	512 MB Flash, 256 MB SDRAM	4 MB Flash, 8 MB SDRAM	64 MB Flash, 64 MB SDRAM	16 MB Flash, 32 MB SDRAM
Maximum Print Width	4.09"	4.09"	4.09"	4.1"	4.1"
Print Command Languages	SBPL, SZPL, SEPL, SDPL, SIPL	ZPL and EPL	ZPL and EPL	DP, ZPL II, EPL	ZPL II, DPL, EPL
Printer Dimensions	8.69" W x 10.96" L x 7.38" H	8.0" W x 10.5" L x 7.44" H	7.6" W x 10.0" L x 7.5" H	8.9" W x 11.9" L x 7.0" H	7.0" W x 10.5" L x 6.8" H
Connectivity	USB	Standard	Standard	Standard	Standard
	LAN	Standard	Optional	Optional	Standard
Cerner Validated	Yes	No	No	No	No
Dispenser	Optional	No	Optional	No	No
Cutter	Optional	No	Optional	No	No
WLAN	Optional	Optional	Optional	Optional	Optional
Bluetooth	Optional	Optional	Optional	Optional	Optional
External Unwinder	Optional	No	No	No	No

WHY SATO

- **Local representation with a global footprint** - local offices and manufacturing facilities.
- **All-in-one solution** - we provide hardware, media, software, SATO Select service, and customer support.
- **Product enhancement flexibility** - we provide alternative solutions in an ever-changing market.
- **SATO commitment** - we continue to design and manufacture high quality printers. Thus our motto, *ceaseless creativity*.