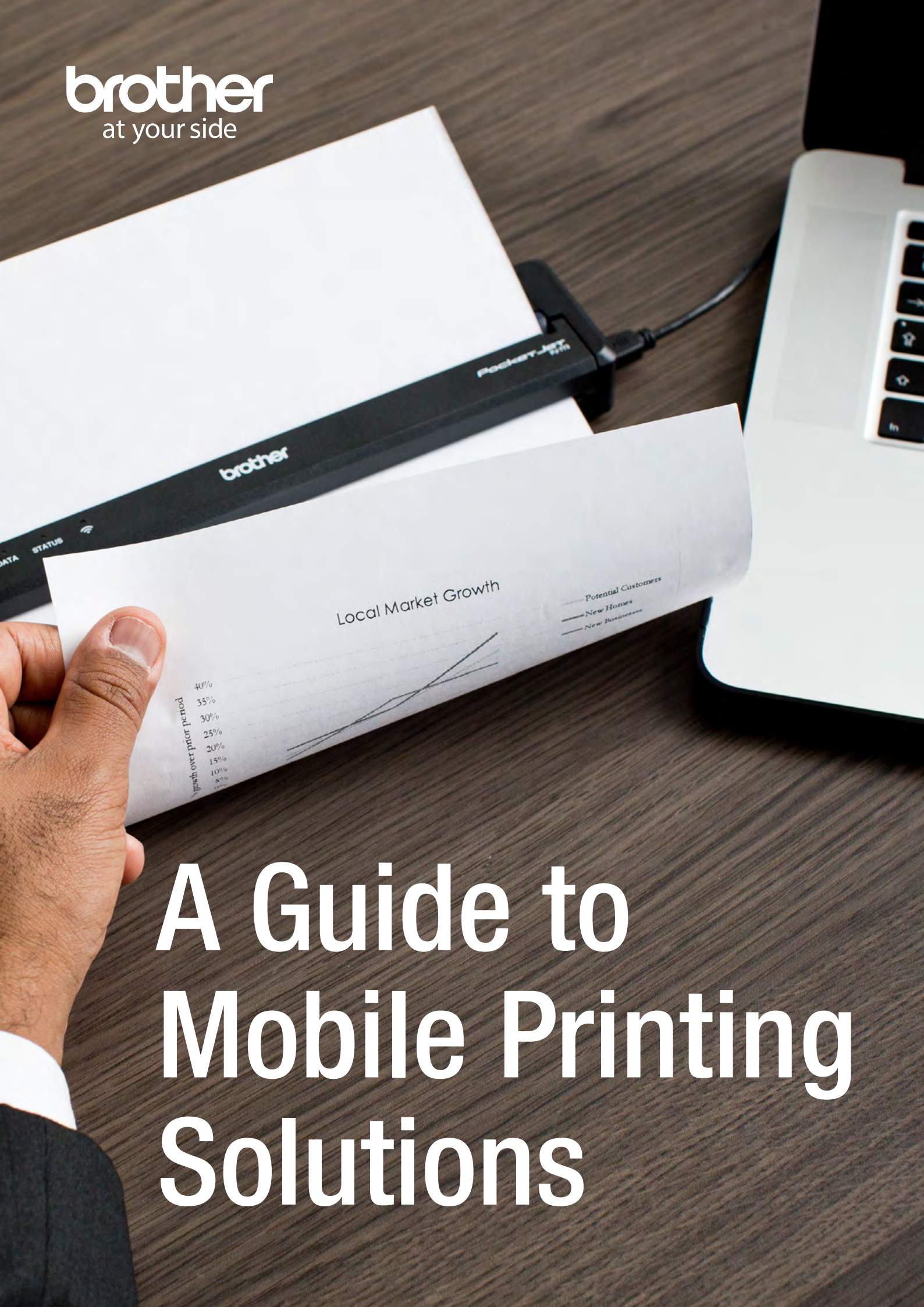


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A Guide to Mobile Printing Solutions



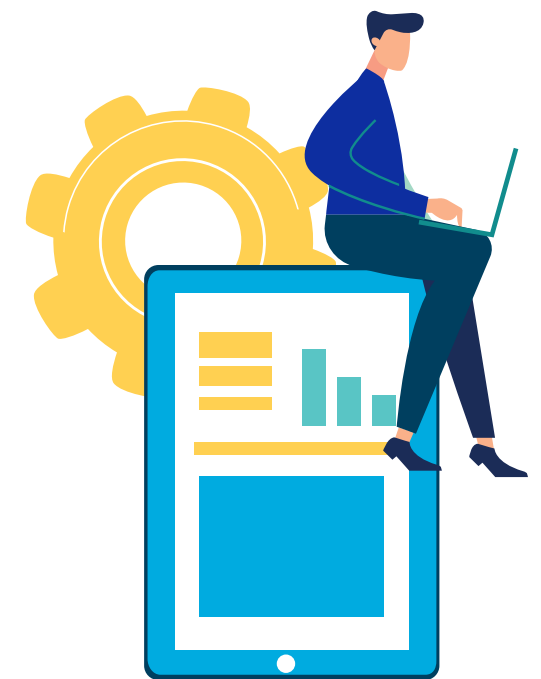
Mobile Printing \ An Introduction

When you imagine printing a document, you likely think about physically standing in an office space watching paper feed out of a printer. But what if you could take that process anywhere you go?

That's what mobile printing solutions are all about – seamlessly printing critical business assets regardless of your location. Whether you print in the car or on the go, printing anywhere means being able to leverage technology at every turn. Mobile printing technologies include:

- Smartphones and tablets
- Laptop computers
- Thermal label printers
- Portable print hardware

In this eBook, we'll guide you through everything you need to know about mobile printing so that you can identify the best solution for your business needs.



Mobile Printing \ Key Applications

Many industries are racing to the cutting edge of printing technology and using mobile solutions to their advantage. As early adopters of mobile printing, these industries are making heavy use of their devices:

1 \ Healthcare



Whether it be drive-thru testing sites or paramedics in ambulances, health care professionals leverage mobile solutions to print specimen identifications, vaccine receipts and plans of care on a regular basis.

2 \ Aged Care



During at-home visits, aged care specialists need to print medication lists, instructions and patient care documents on the go. Mobile solutions are making it happen.

3 \ Transport, warehousing and logistics



Supply chains are keeping tabs on assets with barcoded shipping labels at every stage of the journey. Mobile solutions are especially useful for safety warnings, compliance regulations, truck drivers and food delivery.

4 \ Retail



Point-of-sale receipts are printed on thermal printers, as well as price displays, food labels, invoices and sales histories.





\ How to Select a Mobile Printer

There are a number of important factors that need to be considered before deploying a mobile solution. Here are a few key things to keep in mind:



Size of Document
Determining the size of your paper needs will be the biggest differentiator in narrowing down the type of printer that's best for you. Are you printing A4 paper, small receipts or tiny labels?



Location
Will it be mounted or used in a vehicle? Does it need to move or will it stay in place? It's vital to account for Australian safety standards that dictate where a printer can be mounted in a vehicle. Be sure that your choice won't obstruct the driver's vision or obscure the airbag.



Paper Feed
How will you accommodate your paper needs while on the road? Most mobile printers lack accessories that allow a roll of paper to be loaded behind the device. Car mounts allow a roll of paper to be preloaded behind the printer, which eliminates the frustration of loading paper before every print job.

Thermal Printing \ Your Best Mobile Option

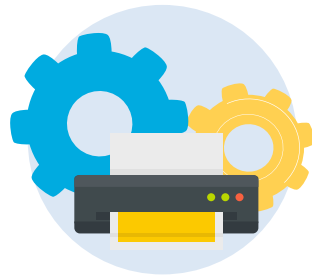
As far as printers go, you have your choice of inkjet or thermal printing solutions. Although great options for other applications, there are three main reasons why mobile printing is best left to thermal devices:



Reliability

Thermal printers experience far less downtime than other technologies because they have fewer moving parts.

In most cases, the only moving part is the pickup feed roller. This is a major advantage when printing on the go, where printers may be dropped or bumped in a vehicle.



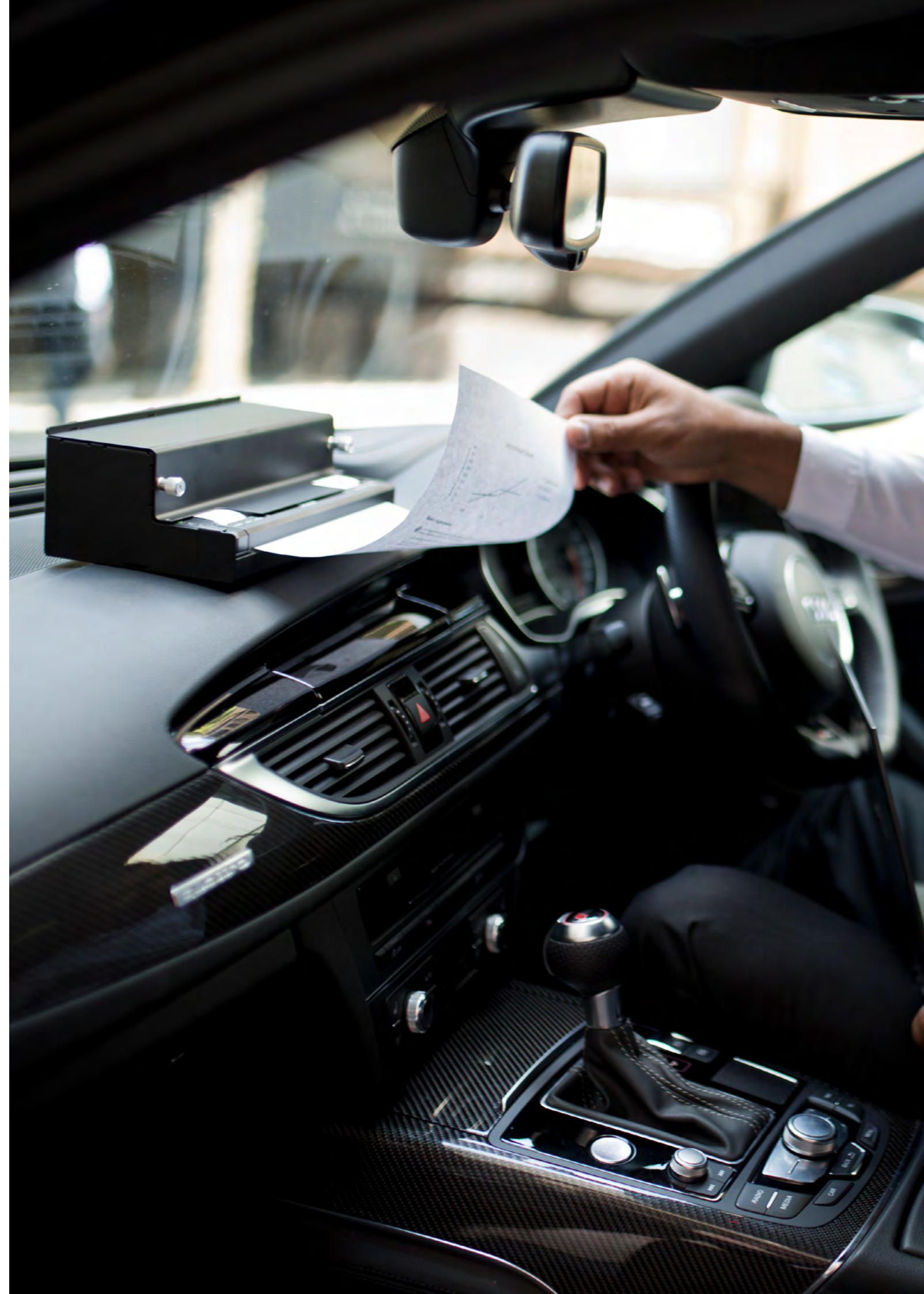
Convenience

Thermal printers can be mounted at any angle – or even upside down – to fit any number of print and compliance needs. This helps you meet legal requirements while still obtaining the benefits of a mounted device.



No Ink or Toner

Inkjets use pressurised ink containers that are susceptible to high temperatures – especially in locked vehicles. This can lead to ink leakage that not only damages the vehicle, but also renders the printer unusable. Thermal printers automatically shut down until temperatures have cooled off. Plus, without ink or toner, you won't need to frequently replenish supplies.





Thermal Printing \ How Does it Work?

Let's dive a little further into what makes thermal printing the ideal mobile solution. Thermal technology is all about the direct thermal printing process. Here's how it works:

Direct thermal printers

These devices apply heat to a material without using any ribbon, ink or toner. The sensitive material blackens when heat is applied, thus leaving a print on the surface. With simpler mechanics, they're often more compact than other mobile printing technologies and are best for lifespans of six months or fewer, such as shipping labels, receipts or tickets.

Because they don't require many consumable materials, you won't need to keep a stock of ink or toner in your vehicle. That means less time spent replenishing the device and more time on the tasks that matter.



Smaller Print Solutions \ Bigger Opportunities

When it comes to printing anywhere, size is a factor. Due to their ink tanks, inkjet mobile printers are more difficult to place and mount in a vehicle in a safe, legal and effective manner. They're more cumbersome to carry and have the risk of leaking.

Thermal printers are compact because they don't need ink or toner containers affixed to the back of each device. Deploying a thermal printer can yield a number of advantages:

1 \ Flexible Installation



With a range of mounting options, you're not limited by the space of your vehicle.

2 \ Portability



Thermal printers are lightweight, compact and can be easily removed and taken outside the vehicle for even more mobility – a prerequisite for in-person print jobs.

3 \ Power Flexibility



There's a number of ways to power your printer, including rechargeable batteries, AC adapters and vehicle power adapters.

4 \ Speed



Despite their size, thermal printers are exceptionally fast at printing documents, labels and receipts in mere seconds.





\ Kickstart Your Mobile Printing

Industries of all shapes and sizes are taking advantage of mobile printing technology. From the size of your documents to the way you mount your printer, there's a lot to consider when deciding on a solution. But because of its ease of use, reliability and immense flexibility, thermal printers are far and away the most effective mobile printer.

With a range of car mounts and accessories, our mobile printing solutions empower you to complete any print job regardless of type or location.

To learn more about how we can support your mobile printing needs, reach out to one of our team member's today.



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