Table 10 • Printer Parameters (Sheet 3 of 27)

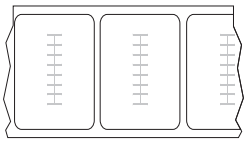
Parameter	Action/Explanation
MEDIA TYPE -NON-CONTINUOUS +	**Set Media Type** This parameter tells the printer the type of media that you are using (see *Types of Media* on page 35 for more information). Selecting continuous media requires that you include a label length instruction in your label format (^LLxxxx if you are using ZPL or ZPL II). When non-continuous media is selected, the printer feeds media to calculate label length (the distance between two recognized registration points of the inter-label gap, webbing, or alignment notch or hole). **Default:** NON-CONTINUOUS **Selections:** CONTINUOUS, NON-CONTINUOUS **To change the value shown:** 1. Press the left or right oval to toggle between the options.
SENSOR TYPE -WEB +	**Set the Sensor Type** This parameter tells the printer whether you are using media with a web (gap/space between labels, notch, or hole) to indicate the separations between labels or if you are using media with a black mark printed on the back. If your media does not have black marks for registration on the back, leave your printer at the default (WEB). **Default:** WEB **Selections:** WEB, MARK **To change the value shown:** 1. Press the left or right oval to toggle between the options.
PRINT METHOD -THERMAL-TRANS. +	**Select Print Method** The print method parameter tells the printer the method of printing that you wish to use: direct thermal (no ribbon) or thermal transfer (using thermal transfer media and ribbon). **Default:** THERMAL TRANSFER **Selections:** THERMAL TRANSFER, DIRECT THERMAL **Note** • Selecting direct thermal when using thermal transfer media and ribbon creates an error condition, but printing continues. **To change the value shown:** 1. Press the left or right oval to toggle between the options.

Types of Media

Important • Zebra strongly recommends the use of Zebra-brand supplies for continuous high-quality printing. A wide range of paper, polypropylene, polyester, and vinyl stock has been specifically engineered to enhance the printing capabilities of the printer and to prevent premature printhead wear. To purchase supplies, go to http://www.zebra.com/howtobuy.

Your printer can use various types of media:

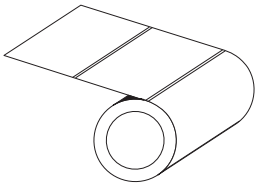
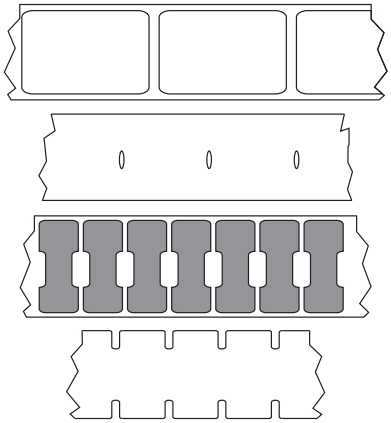
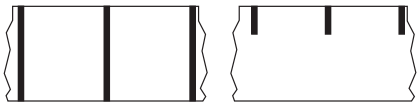
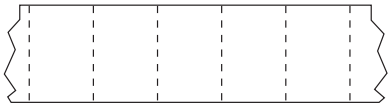
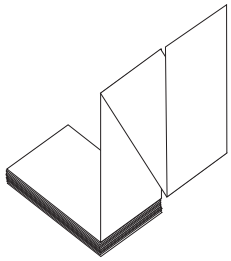
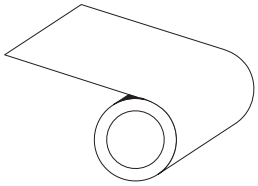
- *Standard media*—Most standard media uses an adhesive backing that sticks individual labels or a continuous length of labels to a liner.
- *Tag stock*—Tags are usually made from a heavy paper. Tag stock does not have adhesive or a liner, and it is typically perforated between tags.
- *Radio frequency identification (RFID) "smart" media*—RFID media can be used in a printer that is equipped with an RFID reader/encoder. RFID labels are made from the same materials and adhesives as non-RFID labels. Each label has an RFID transponder (sometimes called an "inlay"), made of a chip and an antenna, embedded between the label and the liner. The shape of the transponder varies by manufacturer and is visible through the label. All "smart" labels have memory that can be read, and many have memory that can be encoded.



Important • Transponder placement within a label depends on the transponder type and the printer model. Make sure that you are using the correct "smart" media for your printer.

Table 7 describes roll and fanfold media. Roll media is loaded into the printer while fanfold media may be located inside or outside of the printer.

Table 7 • Roll and Fanfold Media

Media Type	How It Looks	Description
Non-Continuous Roll Media		Roll media is wound on a 3-in. (76-mm) core. Individual labels are separated by one or more of the following methods: • *Web media* separates labels by gaps, holes, or notches.  • *Black mark media* uses pre-printed black marks on the back side of the media to indicate label separations.  • *Perforated media* has perforations that allow the labels or tags to be separated from each other easily. The media may also have black marks or other separations between labels or tags. 
Non-Continuous Fanfold Media		Fanfold media is folded in a zigzag pattern. Fanfold media can have the same label separations as non-continuous roll media. The separations would fall on or near the folds.
Continuous Roll Media		Roll media is wound on a 3-in. (76-mm) core. Continuous roll media does not have gaps, holes, notches, or black marks to indicate label separations. This allows the image to be printed anywhere on the label. Sometimes a cutter is used to cut apart individual labels.