Table 8 • Printer Parameters (Sheet 3 of 22)

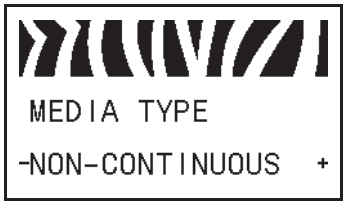
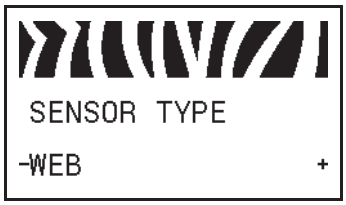
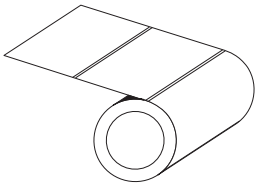
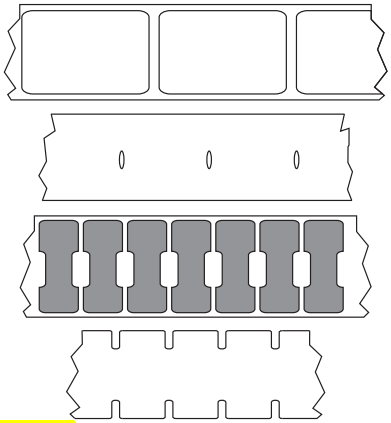
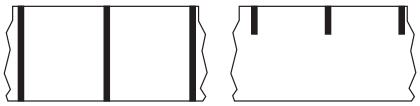
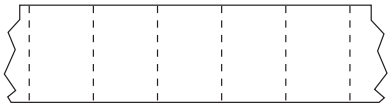
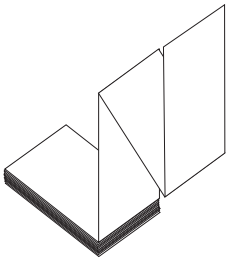
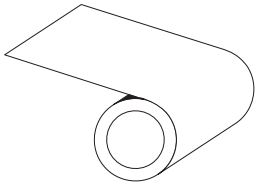
Language/Parameter	Action/Explanation
	**Set Media Type** This parameter tells the printer the type of media that you are using (see *Types of Media* on page 31 for more information). Selecting continuous media requires that you include a label length instruction in your label format (^LLxxxx if you 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 Value:* NON-CONTINUOUS *Selections:* NON-CONTINUOUS, CONTINUOUS **To change the value shown:** **1.** Press PLUS (+) or MINUS (-) to scroll through the options.
	**Set 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 Value:* WEB *Selections:* WEB, MARK **To change the value shown:** **1.** Press PLUS (+) or MINUS (-) to toggle between the options.
	Select Print Method The print method parameter tells the printer the method of printing that you want to use: direct thermal (no ribbon) or thermal transfer (using thermal transfer media and ribbon). *Default Value:* THERMAL-TRANS. *Selections:* THERMAL-TRANS., DIRECT THERMAL **To change the value shown:** **1.** Press PLUS (+) or MINUS (-) to scroll through the options.

Table 4 • 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.