Select the Media Sensor
Select the media sensor that is appropriate for the media that you are using.
See Sensor Type on page 93 for more information.

Select the Print Method
Specify if ribbon is being used. Thermal Transfer media requires ribbon for printing while Direct Thermal media does not.
To determine if you need to use ribbon, see When to Use Ribbon on page 39.
See Print Method on page 74 for more information.

Adjust the Print Width
Specify the width of the labels being used.
See Print Width on page 75 for more information.

Set the Maximum Label Length
Set the maximum label length to a value that is at least 1.0 in. (25.4 mm) greater than the actual label length plus the interlabel gap. If you set the value to one that is smaller than the label length, the print engine assumes that continuous media is loaded, and the print engine cannot calibrate.
See Maximum Label Length on page 76 for more information.

Set Early Warning for Media and Ribbon
When this feature is enabled, the print engine provides warnings when the media or ribbon is reaching near the end of the roll.
See Early Warning for Media and Ribbon on page 80 for more information.
### Table 4 • Print Settings (Continued)

<table>
<thead>
<tr>
<th>Maximum Label Length</th>
<th>Set the maximum label length to a value that is at least 1.0 in. (25.4 mm) greater than the actual label length plus the interlabel gap. If you set the value to one that is smaller than the label length, the print engine assumes that continuous media is loaded, and the print engine cannot calibrate. For example, if the label length is 6.0 inches (152 mm) including the interlabel gap, set the parameter for at least 7.0 inches (178 mm).</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Accepted values:</strong> 0 to the maximum label length supported by the printer</td>
</tr>
<tr>
<td></td>
<td><strong>Related ZPL command(s):</strong> ^ML</td>
</tr>
<tr>
<td></td>
<td><strong>SGD command used:</strong> none</td>
</tr>
<tr>
<td></td>
<td><strong>Control panel menu item:</strong> MAXIMUM LENGTH on page 21</td>
</tr>
<tr>
<td></td>
<td><strong>Printer web page:</strong> View and Modify Printer Settings &gt; Media Setup &gt; Maximum Length</td>
</tr>
</tbody>
</table>