



ZEBRA
CAPTURE
YOUR EDGE

8000D Shelf-Talker

Direct thermal, top-coated clear polypropylene tag with all-temp adhesive tab

Many purchase decisions are made when a customer approaches the shelf. The right shelf-talker gives a voice to your products in-store and helps you attract customer attention. Zebra's 8000D Shelf-Talker enables retail stores to easily highlight temporary product promotions to customers, driving revenue and moving product quickly. Zebra's direct thermal shelf-talker solution is a top-coated, clear polypropylene tag that utilizes an all-temp removable adhesive tab. The clear polypropylene facestock enables store associates to easily place this tag on the shelf, so that the original price and information is visible, reducing re-prints. With an all-temp removable adhesive, the 8000D Shelf-Talker labeling solution can even be applied and used in freezers. The removable adhesive enables it to be cleanly and easily removed from a shelf when the product is no longer on promotion. Turn your labeling solutions into your best in-store promoters with Zebra's 8000D Shelf-Talker.



Count on consistently exceptional performance with Zebra Certified Supplies

Printing supplies can impact everything from printhead lifespan to operational efficiency. That's why we design, produce, and rigorously pre-test our own line of thermal printing supplies to ensure consistent, optimized performance. We utilize an ISO 9001 certified, 23-point quality inspection to ensure consistent quality — and we never swap out materials. No matter when you order your labels, you can count on the same great performance.

Enables in-aisle printing of thermal promotional shelf-talkers

With this unique material, associates no longer have to take sheets of shelf-talkers not printed in the order of the store layout. Enable them to print thermal shelf-talkers in-aisle right where they are at, reducing the time it takes them to deploy shelf-talkers to communicate promotions to customers.

Supports your promotional strategy

Zebra's 8000D Shelf-Talker is adaptable to meet your store's promotional strategy. With our custom manufacturing capabilities, Zebra will pre-print the shelf-talkers with your promotional messaging (i.e. Sale), graphics and color strategy.

Withstands freezer environments

It is important that the shelf-talker remains adhered during the entire promotion period to drive an uplift in purchases. The 8000D Shelf-Talker utilizes a polypropylene facestock with an all-temp adhesive to withstand freezers. The polypropylene face stock is resistant to moisture and when applied to refrigerator or freezer shelves, adheres immediately, and remains adhered throughout the promotion period.

Save store associates' time and save money with easy removal

Zebra's 8000D Shelf-Talker features an all-temp, removable adhesive that cleanly removes off any shelf, so when the item goes off promotion, the shelf-talker can be easily removed in one piece. There is no need for employees to waste time re-printing the original price label once the item is off promotion, freeing them up to do more meaningful work like assisting customers and reducing the amount of labels needed in-store, saving you money.

8000D Shelf-Talker — promotional labeling solution that gives a voice to your products and helps attract customer attention.

For more information on the Zebra's 8000D Shelf-Talker, please visit www.zebra.com/supplies

Specifications

Material Construction	
Facestock	4.0 mil Direct Thermal Clear Polypropylene
Adhesive	Permanent Acrylic
Liner	40lb paper liner
Total Thickness (+/- 10%)	6.3 mil
Environment	Indoor use
Temperature Performance	
Minimum Application Temperature	-20°F (-29°C)
Service Temperature Range	-85°F - 140°F (-65°C to 60°C)
Recommended Printers and Ribbons	
Printers	All Zebra thermal printers
Ribbons	N/A
Adhesive Strength	
Corrugate	5 min dwell time: 14 oz/in
	24 hour dwell time: 21 oz/in
Steel	5 min dwell time: Attraction between adhesive and surface is so great that the facestock rips.
	24 hour dwell time: Attraction between adhesive and surface is so great that the facestock rips.
Polycarbonate	5 min dwell time: 30 oz/in
	24 hour dwell time: 59 oz/in
Polyethylene	5 min dwell time: 24 oz/in
	24 hour dwell time: 35 oz/in
Chemical Resistance	
Weak Chemicals	
Blood	Test in your application
Body Fluid	Test in your application
Salt Water	Test in your application
Window Cleaner	Test in your application
Moderate Chemicals	
Alcohol	Not Recommended
Ammonia	Not Recommended
Bleach	Not Recommended
IPA	Not Recommended

Harsh Chemicals	
Gasoline	Not Recommended
Grease	Not Recommended
Extreme Chemicals	
Acetone	Not Recommended
IR Reflow	Not Recommended
MEK	Not Recommended
TCE	Not Recommended
Xylene	Not Recommended
Product Performance & Suitability	
Recommended Storage Conditions	72°F at 50% RH
Expected Life Span in Application	Application dependent
Material Testing in End Application	

The information contained in this document is to be used for guidance only and is not intended for use in setting specifications. All purchasers of Zebra products shall be solely responsible for independently determining if the product conforms to all requirements of their unique application.

Ideal for these applications

Retail

- Shelf labels to highlight temporary product promotions



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