

PX940 SERIES INDUSTRIAL PRINTER

Overview, pricing and marketing support tools



Campaign Assets

Data Sheet

Accessories Guide

HTML Email

Banner Ads

Landing Pages

Sales Tools

Honeywell | Product Launch Notice

PLN 19 – 06 • March 29, 2019

Honeywell Announces PX940 High Performance Industrial Printer with Integrated Label Verification

Honeywell is pleased to announce the newest addition to the Printer Product Family – the PX940 High Performance Industrial Printer with Integrated Label Verification. With the integrated verifier, customers required to comply with regulatory standards will no longer be subjected to fines and other costs associated with unscannable barcodes.

The PX940 is available with and without the integrated verifier. With precision printing, Bluetooth® capability, and a platform that supports multiple print languages, the PX940 is an easy replacement for competitive alternatives. The PX940 is ideal for Transportation & Logistics, Pharmaceuticals & Healthcare, Shipping & Distribution Centers, Industrial Manufacturing, and Automotive Parts manufacturers. The PX940 takes industrial printing to a new level of accuracy and simplicity by providing customers with error free precision printing, resulting in an overall increase in production efficiency and reduction in overall operational costs.

NEW PART NUMBERS

MODEL NUMBER	PART NUMBER	DESCRIPTION
PX940A	PX940A0110000200	ROW,INK-IN/OUT,3IN,CORE,203D
PX940A	PX940A0110000202	ROW,INK-IN/OUT,3IN,CORE,203D
PX940A	PX940A0110000203	ROW,INK-IN/OUT,3IN,CORE,203D
PX940A	PX940A0110000300	ROW,INK-IN/OUT,3IN,CORE,300D
PX940A	PX940A0110000302	ROW,INK-IN/OUT,3IN,CORE,300D
PX940A	PX940A0110000303	ROW,INK-IN/OUT,3IN,CORE,300D
PX940V	PX940V2010000200	ROW,1Y-VER,INK-IN/OUT,3IN,CC
PX940V	PX940V2010000202	ROW,1Y-VER,INK-IN/OUT,3IN,CC
PX940V	PX940V2010000203	ROW,1Y-VER,INK-IN/OUT,3IN,CC
PX940V	PX940V2010000300	ROW,1Y-VER,INK-IN/OUT,3IN,CC
PX940V	PX940V2010000302	ROW,1Y-VER,INK-IN/OUT,3IN,CC
PX940V	PX940V2010000303	ROW,1Y-VER,INK-IN/OUT,3IN,CC

For More Information: www.honeywell.com

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Product Launch Notice

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PX940 FREQUENTLY ASKED QUESTIONS

Datasheet | Product Page

A. ANSI Grading

What is the difference between ISO 15415/15416 and read/no-read?

ISO 15415/15416 is a standard that describes how barcodes can be given a level of quality to be scanned by a barcode scanner. This is also known as ANSI grading.

Read/No-Read is a simpler version of verification which validates that the barcode is readable by scanners.

How does ANSI Grading (ISO 15415/15416) work in the printer?

For 1D barcodes, the printer will capture an image of the barcode and analyze 10 evenly distributed parameters. Parameters analyzed include contrast between black and white, whether the barcode is over any defects exist in the barcode. The final grade of the barcode is the average analysis of the 10 parameters.

For 2D barcodes, similar parameters will be analyzed.

I see ANSI grading listed in both numeric & alpha-numeric. What is the difference?

The international standard specifies a numeric basis for expressing quality grades, however, characters are used interchangeably. Equivalence of numeric and alphanumeric quality grades.

Numeric Grade	Alpha-numeric Grade
5.5 to 4.0	A
2.5 to 3.5	B
1.5 to 2.5	C
0.5 to 1.5	D
0.0 to 0.5	E

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Frequently Asked Questions

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PX940 SERIES

Industrial Printer

Primary Markets Focus: Transportation and Logistics, Pharmaceuticals and Healthcare, Shipping and Distribution Centers, Industrial Manufacturing, and Automotive

Customer Segments:

- REGULATION AND LIFE SAFETY
- MARKET VERTICALS: Pharmacies, medical device manufacturers, drug manufacturers
- PAIN POINTS: Fines charged by healthcare providers due to unreadable barcodes
- Corrective action requirements from healthcare providers due to unreadable barcodes
- Negative audit findings by regulatory bodies like FDA while auditing barcode verification process
- COMPLIANCE
- MARKET VERTICALS: Automotive parts suppliers and perishable food manufacturers
- PAIN POINTS: Fines and/or exception handling costs charged by automotive manufacturers due to unreadable barcodes
- Corrective action requirements from automotive manufacturers due to unreadable barcodes
- Parts scrap due to unreadable barcodes during manufacturing assembly line
- PATIENT SAFETY INCIDENTS (delayed medicine, wrong medicines, overdose) due to unreadable barcodes on medicine
- Fines and/or exception handling costs charged by healthcare providers and pharmacies due to unreadable barcodes
- Removal from preferred supplier list of pharmacies and healthcare providers due to multiple incidents of unreadable barcodes
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- PX940 Verifier Version enables medical device manufacturers to establish a foolproof barcode label verification process to help comply with annual inspections by FDA (and equivalent European body) by 2020.
- PX940 Verifier Version enables verification of 100% of the labels created by medical device manufacturers. This helps to eliminate the potential for medical devices with unreadable barcodes to reach hospitals and surgery centers and risk patient safety.
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Play Book

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PX940 SERIES INDUSTRIAL PRINTER

Battlecard

OVERVIEW

HONEYWELL PX940 WITH INTEGRATED LABEL VERIFICATION

The Honeywell PX940 family of high performance industrial printers with integrated label verification technology provides error-free printing. Designed for companies that are subjected to fines level for non-compliance to regulatory standards, and helping companies deal with unreadable barcodes, the PX940 series prints barcodes that are defect-free and 100% accurate every time. With integrated label verification technology and Operational Intelligence software, the PX940 industrial printer gives customers error-free printing, predictive analytics, and a lower overall cost of ownership.

DIRECT COMPETITOR

Zebra's ZT500 and ZT600 series industrial printers are a direct competitor to the PX940. However, the Zebra printers do not have integrated verification and focus on hardware updates with no connected/software strategy.

WHY HONEYWELL

The PX940 series takes industrial printing to a new level of accuracy and simplicity by providing customers with error-free precision printing, increasing production efficiency and reducing operational costs.

The PX940 printers are suited for applications that are regulated or require high precision and error-free printing, such as transportation and logistics, pharmaceuticals and healthcare, shipping and distribution centers, industrial manufacturing, automotive parts suppliers, and retail vendors.

INTEGRATED LABEL VERIFICATION TECHNOLOGY

- Provides customers with error-free printing, 100% failure rate.
- With pass/fail and ANSI grades from 1 to A, bad labels that do not meet an established threshold are voided and a new label is reprinted.
- Fully integrated verification allows for virtually no set-up, no training, and no new barcode set-up.

PRECISION PRINTING

- Trend toward miniaturization and use of smaller labels drives need to print accurately edge to edge with little error tolerance.
- The PX940 delivers unmatched precision printing with registration up to +/-0.2 mm, improving accuracy and reducing scrap.

INTELLIGENT ASSET MANAGEMENT AND MONITORING

Operational intelligence software provides predictive analytics and data on printer health to help managers oversee their entire printer fleet and proactively prevent issues, lowering maintenance costs and improving operational efficiencies.

SIMPLE AND INTUITIVE

- The fully integrated verifier allows for quick installation with virtually no set-up, no training, and no new barcode set-up.

Battle Card

Request Your Marketing Campaign >>>

Multi-Touch Campaigns

Multi-Touch Email Marketing

\$1,995

- Three email blasts to your target list
Each email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- Co-branded collateral
- Program development and management

Integrated Lead Generation

\$5,995

- 80 Hours telemarketing and lead qualification
- Three email blasts to your target list
- Campaign landing page
- Detailed reporting and daily leads distribution
- Co-branded collateral
- Program development and management

Additional Marketing Tools

Lead Nurturing **\$1,995** *per month*

6 Month program

- Up to 2,500 prospects / leads
- Monthly variable data email blast featuring sales rep name and contact
- Landing page content and graphics
- Monthly telemarketing follow-up
- Detailed reporting and status updates
- Program development and management

Prospect Profiling **\$2,500**

Up to 150 prospects

Email Marketing Campaigns

DIY Marketing

No Cost

- Ready to execute co-branded collateral
- HTML emails
- HTML Landing page ready to post on your server
- Support collateral

Product Announcement

\$895

- One email blast to your target list
Email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- Co-branded collateral
- Program development and management

Additional Marketing Tools

Blog Post Copy <i>Up to 400 words</i>	\$350 to \$475
Digital Marketing <i>Up to 7 posts</i>	\$375 to \$595
Database Append <i>Per contact</i>	\$0.40 to \$1.00
New Database <i>Per contact</i>	\$0.25 to \$0.75
SEO and PPC	Starts at \$500

10 Steps to Successful Lead Generation

1. Define goals & objectives (*complete PDW*)
2. Define call to action / offer to prospects
3. Review and prioritize prospect database
4. Partner sales review and approval
5. Honeywell CMM/VPM review and approval
6. Sales training and readiness
7. Demo units or supporting collateral (*infographics, white papers*)
8. Campaign tactics and timeline
9. Lead tracking, reporting and feedback to HPC
10. Plan lead nurturing and management activities

Lead Definitions

Phone Appointment

Prospect has agreed to a phone appointment with a sales rep.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

A Lead

Leads with a project, budget and a timeline OR a prospect requests a sales rep to contact them with specific information and may not have shared budget or timeline.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

B Lead

Leads with a project, may or may not have a budget or defined timeline.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

C Lead

Leads with revenue potential in the future. They are interested in receiving information and communication in the next 30 to 90 days. Prospects should be contacted by telesales and nurtured until they transition to an A or B lead.

D Lead

Email click-through, individuals who downloaded a whitepaper or prospects who requested specific information sent to them.

Prospects should be contacted by telesales and nurtured until they transition to an A or B lead.

Contact us today to develop your custom marketing campaign

480.349.9263

Honeywell@PartnerConcierge.com

**Request Your
Marketing Campaign >>>**