

Competitive Comparison

Product Features & Benefits	T&B EZL500	Brady IDEXPERT	Panduit LS8	Rhino 6000
LCD Display	Largest display in industry	Small screen	Large but not as large as T&B	Large but not as large as T&B
Printer housing cover for drop protection and user grip	Rubber overmold that is integral to the unit	Glued on bumper guards that only protect the top and bottom of the unit	Rubber boot that hinders access to battery and leaves tape compartment unprotected	Rubber overmold that is integral to the unit
Thermal transfer print technology	Yes - 300 DPI for the best resolution in the industry	Yes - 300 DPI for the best resolution in the industry	Yes - 203 DPI which gives lower resolution print capability	Yes - 203 DPI which gives lower resolution print capability
One-Touch auto cutter	Yes - easiest cutting solution on the market	No - manual cutter only	No - manual cutter only with optional partial cut feature	Yes - easiest cutting solution on the market
Wide finger friendly label exit port	Yes - minimizes label waste and helps user grab label	No	No	Yes - minimizes label waste and helps user grab label
Replaceable cutting blade	Yes - extends life of printing unit	No	No	No
7.4V 2200mAh Li-ion rechargeable battery	Yes - allows user to work longer without replacing or recharging battery	No - only standard alkaline batteries	No - only standard alkaline batteries	Yes - allows user to work longer without replacing or recharging battery
Soft menu keys	Yes - allows feature upgrades without having to change the housing	Yes - allows feature upgrades without having to change the housing	Yes - allows feature upgrades without having to change the housing	No - all keys are hard coded limiting flexibility
Hot keys for popular functions	Yes - allows user to perform popular functions with a single keystroke	No - some complicated functions take multiple keystrokes and are not user friendly	No - some complicated functions take multiple keystrokes and are not user friendly	Yes - allows user to perform popular functions with a single keystroke
PC Connection software and USB port	Yes	Yes	Yes	Yes
Help screens for more complicated functions	Yes - pressing HELP explains complicated functions without searching in the instruction manual	No	No	No
Magnet strap	Yes - magnet strap allows user to attach unit to metal surfaces easily	No	No	No
Displays information in multiple languages	Yes - displays information in 6 different languages	Yes - displays information in 11 different languages	No	No
What you see is what you get (WYSIWYG) display	Yes	No	No	Yes
Ease of use	Easiest to use in the industry	Yes but still requires some training to master complete functionality	No - extremely hard to use and will required user to read the instruction manual	Yes - in most cases a very easy to use unit
Memory locations	Yes - 20 locations	Yes - 10 locations	Yes - 50 locations	Yes - 100 locations
Barcoding	Yes - 6 different barcode formats	Yes - Code 39 and 128 only	Yes - only Code 39	Yes - 6 different barcode formats
Cassette sensor	Yes - no extra keystrokes required because unit automatically recognizes tape cassette	Yes - no extra keystrokes required because unit automatically recognizes tape cassette	Yes - no extra keystrokes required because unit automatically recognizes tape cassette	No
Large tape cassette	Tape length 30 feet on most cartridges	Tape length 30 feet on most cartridges	Tape length 25 feet on most cartridges	Tape length 18 feet on most cartridges
Backlit LCD screen	Yes - uses white LED lights for maximum brightness	No	Yes - dim light can be only seen in lower light situations	Yes - dim light can be only seen in lower light situations
End User Price	\$449 - includes printer, 2 cassettes, charger, rechargeable battery, software/USB, magnet strap and case	\$500 to \$650 - includes 1 cassette, PC cable and case	\$570 - includes 1 cassette, wrist strap, software/USB, standard batteries and case	\$450 to 500 - includes 2 cassettes, rechargeable battery pack, AC adapter and case