

# News Release

July 3rd, 2006

## **Zebra boosts mobile operations with Spirit**

**~ partners with supply chain specialist to offer  
complete on-demand data management ~**

Zebra Technologies, the global supplier of on-demand printing solutions, has extended its mobile services by partnering with Spirit Data Capture, an independent solutions house specialising in on-demand data management for the supply chain.

As an accredited Zebra Reseller via the recently launched channel scheme PartnersFirst, Spirit will now offer the complete range of Zebra printing solutions, from desktop printers and mobile barcode printers through to accessories, such as customised labels. Combined with its existing range of mobile IT systems including PDAs and handheld barcode scanners, the Zebra printers will enable Spirit to provide complete mobile computing, scanning and printing solutions. Spirit will also offer maintenance contracts and technical advice relating to the complete Zebra range.

“Zebra’s high quality rugged printers complement our existing range of robust hand held systems allowing us to offer complete technology solutions for anyone with mobile data needs,” said Ebbie Khadem, managing director at Spirit.

“By improving mobile data capture and documentation such as stock control, customer invoices and delivery labels this will enable users to cut costs, improve customer service and speed up processes at all stages from warehouse to field delivery.”

“The partnership with Spirit further extends our strong supply chain expertise,” said Mike Pitt, UK regional sales manager at Zebra Technologies. “We’ve seen demand for rugged mobile services for the supply chain grow dramatically over the last 12 months, not only for traditional field-based workers such as utility meter readers but also online delivery staff dealing with customers on the doorstep. We’re looking forward to working with Spirit to drive mobile operations efficiency and best practice.”

Zebra recently launched its new EMEA channel programme, PartnersFirst – an award-winning approach to reseller relations which focuses on the key benefits for direct resellers and distributors, providing an integrated framework with incentives in line with partner commitment. For more information about Zebra, visit [www.zebra.com](http://www.zebra.com) or call +44 (0) 1494 472 872.

## **NOTES TO EDITORS**

### **About Spirit Data Capture**

Spirit Data Capture is based in Preston Brook, Cheshire. The company is a totally independent mobile computing and data capture house, with in-depth knowledge of the latest wireless and mobile computing technologies which boost productivity and profitability.

Its services include planning, design and development, implementation, and support. Information about Spirit Data Capture can be found at <http://www.spiritdatacapture.co.uk>

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**About Zebra Technologies**

Zebra Technologies Corp. (Nasdaq: ZBRA) delivers innovative and reliable on-demand printing solutions for business improvement and security applications in 100 countries around the world. More than 90 percent of Fortune 500 companies use Zebra-brand printers. A broad range of applications benefit from Zebra-brand thermal bar code, 'smart' label, receipt, and card printers, resulting in enhanced security, increased productivity, improved quality, lower costs, and better customer service.

The company has sold more than four million printers, including RFID printer/encoders and wireless mobile solutions, and also offers software, connectivity solutions and printing supplies. Information about Zebra bar code and RFID products can be found at <http://www.zebra.com>

Zebra Technologies Europe Ltd, headquartered in the United Kingdom, provides product and speciality label sales and support, including oversight of offices in Benelux, France, Germany, Italy, South Africa, Spain, Sweden and the United Arab Emirates.

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