

HONEYWELL PM45 & PM45C

Family of Rugged mid-range Industrial Printers

PRIMARY MARKET FOCUS

Manufacturing

- Shipping labels
- Logistics management
- Track & trace functionality
- Product identification
- Device management
- Predictive analytics

Warehouse/Distribution Center

- Shipping Labels
- Inventory management
- Stocking & replenishing
- Device management

Transportation Logistics

- Shipping Labels
- Track & trace functionality
- Device management
- Product identification

SUMMARY OF THE BUSINESS CHALLENGES THE SOLUTION ADDRESSES

- Pharmaceutical, Food & Beverage and Electronic Component manufacturers continue to reduce the size of their respective products and require the ability to repeatably print accurately, end to end on labels and barcodes that are continuously getting smaller.
- Increased demand for goods that require manufacturers to increase speed and volume of the labels and barcode they print on a daily basis while maintaining a high degree of accuracy to limit scrap, waste to reduce overall operations costs.



PM45 & PM45C

ELEVATOR PITCH

The PM45 is a mid-range industrial printer with precision printing, Bluetooth capability and a platform that supports multiple print languages. The PM45 is ideal for Transportation & Logistics, Pharmaceuticals & Healthcare, Shipping & Distribution Centers, Industrial Manufacturing & Automotive parts manufacturers. The PM45 takes industrial printing to a new level of accuracy and simplicity by providing customers with precision printing for small labels resulting in an overall increase in production efficiency and reduction in overall operational costs.

INDUSTRY PRINTER PLATFORM

- All-in-one programming languages
- High print precision
- Easy media loading and printhead replacement

CONNECTIVITY

- 10/100/1000 Ethernet
- WLAN 802.11 a/b/g/n/ac
- WWAN CAT4 LTE
- BT 5.0
- Dual high-speed USB

SYSTEM ARCHITECTURE

- Processor IMX6 SOLO
- 256MB/512MB, (512MB/1GB supported)
- Honeywell Printer Platform
- Scalable interfaces: RFID, parallel, industrial & applicator

PRICE POSITIONING

- Price similar to PM43
- Price currently lower than Zebra: ZT510
- Price currently higher than TSC: MH241 & Zebra ZT411
- Price similar to Sato: CL4NX (2021 price)

WHY CHOOSE HON VS. THE MAIN COMPETITOR?

- Offers compact model to fit smaller workspace while no reduction in ruggedness or performance.
- Offers 406 dpi for high quality printing on special contents e.g., company logo
- Higher print speed than Zebra ZT510 & ZT411
- Optional 256MB/512GB RAM and flash memory
- Lower energy consumption resulting in cost savings
- Fully adopted to health deployment environment
- First industrial printer with WWAN connectivity designed for M2M and IoT applications
- Domestic appliance level electromagnetic radiation.

LAUNCH STRATEGY APPROACH

PM45 family is ideal for manufacturing, warehouse dc, and t/l applications that require high volume, precise printing to increase efficiency and reduce overall operations costs.

GO TO MARKET APPROACH

Focus on Account Based Selling and Marketing tactics showcasing the features of the PM45 that solve customer existing problems.

SUMMARY OF THE COMPETITIVE SITUATION

Zebra ZT510 & ZT411

- Lower print speed.
- Lower print precision.
- No WWAN connectivity

TSC MH241

- Lower print speed.
- Lower print precision.
- No WWAN connectivity
- Not certified by Cerner
- High energy consumption
- EMC grade does not meet Class-B

QUESTIONS TO GUIDE THE CONVERSATION WITH CUSTOMER PROSPECTS

Q. What are the major differences between the PM43 & PM45?

A. The differences are as follows:

- Full touchscreen with virtual keypad
- Higher print speed of up to 14ips
- Improved print precision up to +/- 0.5mm @600dpi
- WWAN connectivity
- Ethernet 10/100/1000
- Wifi: 802.11 a/b/g/n/ac
- BT: Classic 5.0 V 2.0, BLE supported in PM45
- Higher memory RAM/Flash: 256/512MB vs 128/128MB
- Improved time to First Label by 28% (DP), 58% (IPL), 46% (Zsim2)
- Improved start up time by 46%
- Improved RFID tag read/write performances
- Faster application loading by 59% and faster FTP transfer by 71%
- Faster FW upgrades
- Supports 600dpi
- Larger ribbon collapsible core and comes as standard
- EMC grade Class-B vs Class-A

Q. Is the PM45 a suitable replacement for the I-Class printers?

- A. Yes, PM45 comes with better print performance making it a perfect choice for I-Class customers who are looking for alternative solutions. It is also the drop-in replacement for I-Class DPL.

For more information

www.sps.honeywell.com

Honeywell Safety and Productivity Solutions
855 S Mint St
Charlotte, NC 28202
800-582-4263

Q. Is there a compact version of the PM45?

- A. Yes, PM45c comes with compact size to fit smaller workspace with the same ruggedness or performance.

Q. What print languages does the PM45 support.

- A. Fingerprint (FP), Direct Protocol (DP), Intermec Printer Language (IPL), ZSim2 (ZPL-II), DPL, XML-enabled for SAP® All and Oracle® WMS, PDF, C#.

Q. Does the PM45 share the same accessories as the PM43

- A. Yes, the PM45 share several accessories with the PM43 including rewinder, cutter and vertical assembly tray.

Q. What are ideal applications for the +/- 0.5mm precision.

- A. Precision printing provides customers with the ability to print end to end on small labels and is ideally suited for automotive, food and beverage and pharmaceutical applications.

Q. Is the PM45 compatible with Op-Intel.

- A. Yes, the PM45 has Op-Intel functionality providing customers with device management capability with predictive analytics that lets them manage their install base of printers.

Q. Is the PM45 compatible with Soti and Airwatch

- A. Not currently but the PM45 will be compatible with SOTI and Airwatch in 2022.



Document name Playbook | Rev B | 10/21
© 2021 Honeywell International Inc.

Honeywell