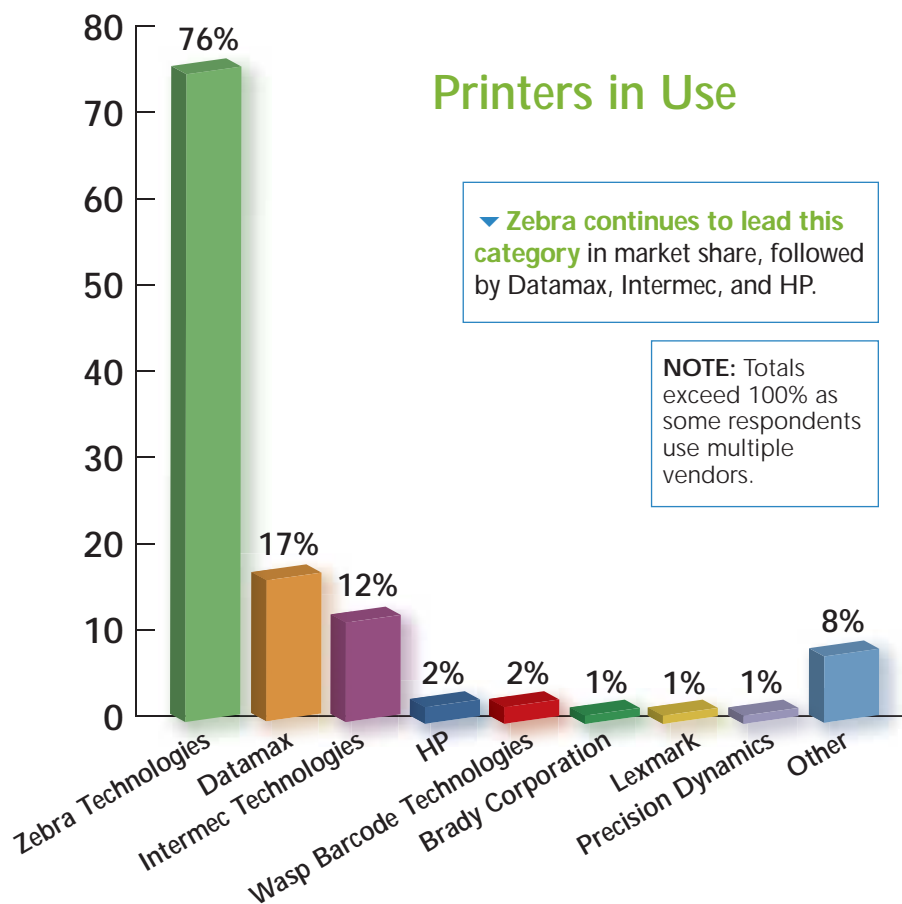


Bar Code Printers

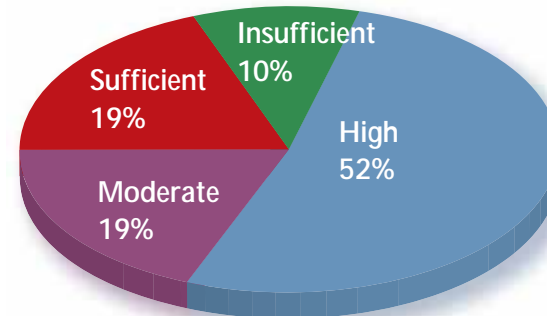
The purchase of bar code printers and supplies remains in the domain of the pharmacy department. Pharmacy is much more likely to make these purchasing decisions rather than the materials management or purchasing department. For more information on bar code printers, **circle reader service number 904**, or visit www.findit.pppmag.com

Printers in Use



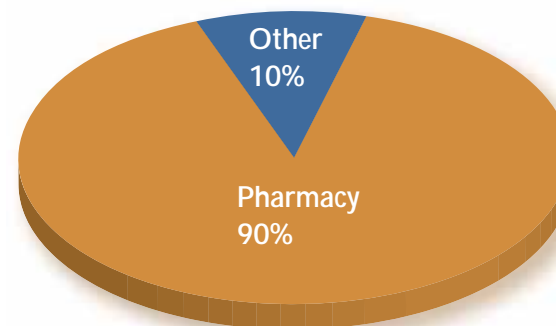
▼ Zebra continues to lead this category in market share, followed by Datamax, Intermec, and HP.

Pharmacy's Role in Printer Purchases



◀ A majority of respondents report a high level of involvement with the purchase of bar code printers.

Sourcing Pharmacy's Printer Labels



◀ The vast majority of pharmacy labels are purchased directly by the pharmacy department, rather than the materials management or purchasing department.



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