

VC-500W Messaging

Product Title:

Brother VC-500W Versatile Compact Color Label and Photo Printer with Wireless Networking

Product Description:

The compact Brother VC-500W color label and photo printer with wireless networking features ZINK® Zero Ink Technology that allows you to print amazing full color labels, photos, stickers and more up to 17 inches long in a single pass without the need for ink cartridges, ribbons or toners. All colors required for high-quality photo printing are embedded in the ZINK® paper which is water, tear and smudge resistant and has an adhesive backing that adheres to most surfaces. The wireless interface offers easy connectivity – and lets you print from virtually anywhere or share on a network. Create and print from your mobile device when connected to a wireless network. The FREE Color Label Editor app includes thousands of personalized features, such as frames, fonts, art, backgrounds and ready-made designs for your mobile device (download from app stores). Use the P-touch Editor software to print a wide variety of professional-looking labels from your Windows or Mac® computer to easily tackle a myriad of office and organizational tasks, business projects, address labels and more. Built-in cutter for full and half cuts. Uses convenient Brother CZ and CK ZINK® paper rolls requiring no ink.

Main Message:

Create and print full color labels, photos, stickers and more without ink, toner or ribbons

Key Message:

Putting the fun in printing

Supporting Messages:

The perfect tool for organizing, creating, or just having fun – at home, school or for business

Positioning Statement

The Brother VC-500W is a compact, versatile color label and photo printer that uses ZINK Zero Ink™ Technology to create amazing full color prints. The FREE Color Label Editor app lets you design and print labels, photos, stickers and more for home, school or business use. Wi-Fi enabled so you can print directly from iOS and Android smart phones and tablets.

Elevator Pitch

The Brother VC-500W is an easy and fun-to-use compact, versatile label and photo printer that allows you to print directly from smart phones and tablets, in full vivid color without needing ink, toner or ribbons. The FREE Color Label Editor app lets you get creative and includes thousands of elements such as frames, fonts, art, backgrounds and ready-made designs. Wi-Fi enabled so you can print directly from IOS and Android smart phones and tablets. Replacement rolls feature acid-free adhesive backing and are available in 3/8", 1/2", 3/4", 1" and ~2" (1.97") widths for unlimited creativity.

Message # 1: ZINK Zero Ink™ technology lets you print without ink, toner or ribbons

The Brother VC-500W uses ZINK Zero Ink™ Technology that lets you print amazing full color labels, photos, stickers and more up to 17" long in a single pass without the need for ink cartridges, ribbons or toners. All colors required for high-quality photo printing are embedded in the ZINK® paper which is water, tear and smudge resistant and has an adhesive backing that adheres to most surfaces – perfect for creating stickers.

Message #2: FREE Color Label Editor app to unleash your creativity

The Brother VC500W includes a Free Color Label Editor app for almost unlimited design options. Choose from thousands of elements such as frames, art, backgrounds and more plus ready-made designs for your mobile device. With the touch of a button, AirPrint™ enabled apps let you print from over 10,000 apps already available for your iPhone, iPad, and iPod touch. Print from your photo gallery, camera apps, notes and your social media stream.

Message #3: Technology driven and compatible

Wi-Fi/Wireless direct offers easy connectivity so that you can print from virtually anywhere or share on a network. It's easy to create and print from your mobile device when connected to a wireless network for truly on-the-go printing. Supports Apple® AirPrint™ wireless printing technology and Google Cloud Print apps plus Windows® and Mac® compatible – print directly from iPhone®, iPad® and iPod touch®, Android smartphone and tablets.

Message #4: Endless possibilities for home and office

You'll have fun decorating, personalizing, organizing and creating everything from handmade gifts, gift wraps and tags, greeting cards and invitations, jewelry, photo projects, scrapbooking, home décor items, party favors, kids' stickers, and family fun items. Use the P-touch Editor software to print a wide variety of professional-looking labels from your Windows or Mac® computer to easily tackle a myriad of office and organizational tasks, business projects, address labels, and more. With the Brother VC500W, the possibilities are endless.

Message #5: Versatile tape sizes and durable adhesive-backed paper

All CZ paper label rolls are water, tear and smudge resistant and have an adhesive backing that adheres to most surfaces – perfect for creating labels and stickers. Choose your width and print up to ~2" (1.97") wide. Design and print full color labels, photos, tags, stickers and more using convenient Brother CZ and CK rolls available in 3/8 inch, 1/2 inch, 3/4 inch, 1 inch and ~2-inch (1.97") widths. Continuous rolls let you print up to 17" long.

VC-500W – Top 10 Bullets and Catalog Copy

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Top 10 Bullets: *To be used in chronological order, including as many messages as space allows*

- 1. Easy, full color printing for all your ideas.** Easily design and print amazing full color labels, photos, stickers and more up to 17 inches long – using ZINK® Zero Ink technology ink-free printing.
- 2. Connect your way to create and print from virtually anywhere.** Wi-Fi/Wireless direct offers easy connectivity so that you can print from virtually anywhere or share on a network
- 3. Choose your width and print up to ~2 inches (1.97") wide.** Design and print full color labels, photos, tags, stickers and more using convenient Brother CZ and CK ZINK® paper rolls available in 3/8 inch, ½ inch, ¾ inch, 1 inch and ~2 inch (1.97") widths
- 4. Mobile device enabled.** Create and print labels directly from your smartphone or tablet when connected to a wireless network
- 5. Versatile design options provided.** The FREE Color Label Editor app includes thousands of personalized features, such as frames, fonts, art, backgrounds and ready-made designs (download from app stores)
- 6. Built-in cutter lets you pick the right length.** The built-in, automatic cutter is simple to use and allows you to choose half cuts or full cuts depending on your needs
- 7. ZINK® Zero Ink technology for ink-free printing.** No ink required - uses ZINK® Zero Ink technology with all the colors required for high-quality photo printing embedded in the paper
- 8. Technology driven and compatible.** Supports Apple® AirPrint wireless printing technology plus Windows® and Mac® compatible – print directly from iPhone®, iPad® and iPod touch.®
- 9. Includes everything you need to get started.** Brother The VC-500W comes with a 1 inch roll of ZINK® Paper, a cleaning roll, power adapter and quick start guide so you can get started right out of the box
- 10. At your side support.** 2-Year Limited Warranty and free online, call or live chat technical support for the life of your label and photo printer

Keywords

Brother VC-500W

All Keywords

brother color printer; brother label printer; brother photo printer; brother sticker printer; brother tag printer; brother color label printer; brother color photo printer; zink printer; zink label printer; zink photo printer; zink wireless printer; zink instant printer; zink mini printer; zink portable printer; zink sticker printer; brother VC-500W compact color printer; brother VC-500W label printer; brother VC-500W photo printer; brother VC-500W sticker printer; brother VC-500W tag printer; brother VC-500W portable printer; brother VC-500W wireless printer; brother VC-500W mobile printer; brother VC-500W pocket printer; brother VC-500W instant printer; compact color printer; small color printer; portable color printer; mini color printer; mobile color printer; wireless color printer; pocket color printer; label printer; label maker; color label printer; color label maker; iphone label printer; iphone label maker; mini label printer; mini label maker; small label printer; small label maker; compact label printer; portable label printer; portable label maker; mobile label printer; wireless label printer; wireless label maker; wifi label printer; pocket label printer; craft label maker; craft label printer; home label maker; home label printer; office label maker; office label printer; airprint label printer; ios label printer; android label printer; photo printer; color photo printer; photo printer for iphone; iphone photo printer; mini photo printer; small photo printer; compact photo printer; portable photo printer; mobile photo printer; wireless photo printer; wifi photo printer; instant photo printer; pocket photo printer; picture printer; portable picture printer; mini picture printer; instant picture printer; color picture printer; wireless picture printer; airprint photo printer; ios photo printer; android photo printer; sticker printer; sticker photo printer; sticker label printer; sticker label maker; home sticker printer; pocket sticker printer; color sticker printer; small sticker printer; wireless sticker printer; tag printer; name tag printer; bin tag printer; tag label printer; inkless printer; inkless photo printer; inkless label printer; VC500W; VC 500 W; VC-500-W; CZ-1001; CZ-1002; CZ-1003; CZ-1004; CZ-1005; CK-1000; zink; zroll; z roll

AMAZON BACKEND KEYWORDS (250 Characters) - 250 Characters used w/o spaces or semi-colons

color; printer; label; photo; sticker; tag; wireless; instant; mini; portable; VC-500W; compact; mobile; pocket; small; maker; iphone; wifi; craft; home; office; airprint; ios; android; windows; mac; pc; smartphone; picture; inkless; VC500W; VC; 500; W; VC-500-W; zink; z; roll; zroll; CZ-1001; CZ-1002; CZ-1003; CZ-1004; CZ-1005; CK-1000

Specifications

Printing / Media	
Printing technology	Direct Thermal (ZINK Zero Ink™ Technology)
Maximum Resolution Color (dpi)	313
Maximum Print Speed	Standard: 0.3inch/sec (7.55mm/s) Vivid: 0.15inch/sec (3.75mm/s)
Tape Sizes	CZ/CK Roll Cassettes"
Maximum Tape Width (inches)	~2" (1.97") 50mm
Maximum Print Width (inches)	~2" (1.97") 50mm
Maximum Label Length	17"
Cutter	Auto - Full & Half
Cutter Life	Auto (6,000 times for full, 6,000 times for half)
Connectivity	
USB	USB version 2.0 full-speed (Micro-B)
Wireless LAN	IEEE802.11b/g/n
Wireless LAN security (Infrastructure mode)	WEP64/128,WPA,WPA2,TKIP,AES
AirPrint®	Yes
Mobile Device Compatibility	
Software/App^	AirPrint®, Brother Color Label Editor, free app download for wireless printing from your Apple® or Android™ mobile device
Power	
Power	12VDC 4 Amps Adaptor
Memory	
RAM	128MB NAND Flash
Weights / Dimensions	
Dimensions (WHD)	4.4 x 3.8 x 4.6
Weight	1.45 lbs.
Software / Firmware	
Operating System	Windows 7, Windows 8/8.1, Windows 10 Mac OS X v10.11-v10.13
Date/Time Stamp	PC Generated
Included items	
In the box	USB cable, AC Adaptor, Documentation, 1"/25mm Roll Cassette CZ-1004 16.4ft (5m), Cleaning Cassette CK-1000 6.5ft (2m)

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^ Requires connection to a wireless network. For more details regarding Brother Color Label Editor app visit www.brother-usa.com and search Color Label Editor.

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- Easy, full color printing for all your ideas.**
Easily design and print amazing full color labels, photos, stickers and more up to 17 inches long – using ZINK® Zero Ink technology ink-free printing.
- Connect your way to create and print from virtually anywhere.** Wi-Fi/Wireless direct offers easy connectivity so that you can print from virtually anywhere or share on a network
- Choose your width and print up to ~2 inches (1.97") wide.** Design and print full color labels, photos, tags, stickers and more using convenient Brother CZ and CK ZINK® paper rolls available in 3/8 inch, 1/2 inch, 3/4 inch, 1 inch and ~2 inch (1.97") widths
- Mobile device enabled.** Create and print labels directly from your smartphone or tablet when connected to a wireless network
- Versatile design options provided.** The FREE Color Label Editor app includes thousands of personalized features, such as frames, fonts, art, backgrounds and ready-made designs (download from app stores)
- Built-in cutter lets you pick the right length.** The built-in, automatic cutter is simple to use and allows you to choose half cuts or full cuts depending on your needs
- ZINK® Zero Ink technology for ink-free printing.** No ink required - uses ZINK® Zero Ink technology with all the colors required for high-quality photo printing embedded in the paper
- Technology driven and compatible.** Supports Apple® AirPrint wireless printing technology plus Windows® and Mac® compatible – print directly from iPhone®, iPad® and iPod touch®.
- Includes everything you need to get started.** Brother The VC-500W comes with a 1 inch roll of ZINK® Paper, a cleaning roll, power adapter and quick start guide so you can get started right out of the box
- At your side support.** 2-Year Limited Warranty and free online, call or live chat technical support for the life of your label and photo printer

Hardware Features	
Tape Line	CZ and CK
Operation Modes	PC-connected
Cutter	Auto and Half
Print Speed (mm/sec)	Standard: 7.55mm/s (0.3inch/sec) Vivid: 3.75mm/s (0.15inch/sec)
Label Rolls	Continuous
Max. Label Width	~2" (1.97") 50mm
Max. Print Width	~2" (1.97") 50mm
Max. Label Length	17" (43cm)
Resolution (dpi)	313 dpi
Networking	Built-in
Interfaces	USB (micro), Wireless (802.11b/g/n)
Software Features	
Included Software	Color Label Editor app, P-touch Editor (Windows & Mac®)
Software Add-ins#	Microsoft Word / Outlook / Excel
Mobile Device Printing App	Yes, AirPrint™ and Color Label Editor app
Database File Compatibility	csv, txt, mdb, xls, Microsoft SQL Server Database (Windows) / csv, txt (Mac®)
Operating Systems=	PC: Windows 10, Windows 8/8.1, Windows 7, Mac: OS® X v10.11.x - v10.13.x
In-Box Contents	
Included Items	P-touch Editor Software & Driver, Power Adapter, USB (Micro) Cable, Starter Rolls: CZ-1004 – 1" (25mm) x 16.4' (5m) CK-1000 Cleaning roll - ~2"(1.97") (50mm) x 6.5' (2m)16.4ft (5m), Cleaning Cassette CK-1000 6.5ft (2m)
Setup Information	
UPC Code	0 1250264934 2
ITF Barcode	30012502649343
Unit Dimensions (WHD) (inches)	4.4 x 3.8 x 4.6
Unit Weight	1.45
Carton Dimensions	10.0 x 4.3 x 9.8
Carton Weight	3.94
Master Carton Dimensions	20.7 x 9.3 x 20.2
Master Carton Weight	32.6
Master Carton Quantity	8
Pallet Quantity	160
Pallet Tiers	5
Pallet Quantity per Tier	32
Pallet Size	40.0 x 51.5 x 48
Pallet + Cartons Height	51.5
Pallet + Carton Weight	686.2
Tariff / Harmonized Code	8443.32.1050
Country of Origin	China

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