

Pricing Update

List Price Change Notification for Partners

North America

Notification Date: March 17, 2025

Effective Date: April 28, 2025

Zebra List Price Change – Addendum

This Addendum supersedes the [notification](#) sent on February 20, 2025. As communicated, any additional list price adjustments with an effective date of April 28 would be communicated separately. Since our original announcement, the following tariffs have been announced:

- The tariff on products from China increased from 10% to 20% on March 4.
- A 25% tariff on products from Canada and Mexico went into effect on March 4; however, some exemptions were granted under the USMCA trade agreement until April 2.

As a result of the new tariffs and other cost increases, market conditions and portfolio considerations, **this Addendum supersedes the previous communication sent on February 20, 2025 and includes adjustments to select additional products.**

Due to the uncertainty of the tariff impacts on products covered under the United States-Mexico-Canada Agreement (USMCA), this Addendum is segmented into “LIST A” and “LIST B” pricing exhibits.

- LIST A adjustments will go into effect on April 28.
- LIST B adjustments will take effect on April 28 unless the pause on tariffs for products covered under the USMCA trade agreement remains in effect through up to April 21. In this case, LIST B price changes will be deferred until further notice. If the tariff rate changes, LIST B price changes may also be adjusted.

Review details of the revised list price adjustments below.



LIST A

Refer to page 4 for more detailed information.

Price Decreases	List Price Decrease %
DS367X-SR Sub-Family	-4.0%

Price Increases	List Price Increase %
ZD220, ZD411, ZD421, ZD510, ZD611, ZD611R, ZD621, ZD621R, ZE511, ZE511R, ZE521, ZE521R, ZQ310 Plus, ZQ320 Plus, ZQ511, ZQ511R, ZQ521, ZQ521R, ZQ610 Plus, ZQ620 Plus, ZQ630 Plus, ZQ630R Plus, ZT111, ZT411, ZT411R, ZT421, ZT421R, ZT510 Printers and a limited number of Scan Accessories	3.0%
Tabletop ZT231 and ZT231R Printers, and LI360X and LI367X Scanners	5.0%
CS60XX, DS227X, DS360X, DS930X, DS9908, and DS9908R Scanners, EM45, ET80XX, ET85XX, KC50, MC33AX, MC33AXG, MC33XX, MC33XXG, MC33XXR, PD20XX, POS-HXX, PS20XX, PS30, RS5100, TD50 and VC83XX Mobile Computers, 220Xi4 ZC100, ZC10L, ZC300, ZC350, ZXPS7, ZXPS7L Printers, selected EMC, ADC, RFID and all Print Accessories and Aftermarket	10.0%
ET40X, ET45X, ET60XX, ET65XX, RS6100 and Selected EMC and ADC Accessories	15.0%
HC20, HC50, MC22XX, MC27XX, TC22XX, TC27XX, WS50, WT54, WT63XX, WT64, SP720X, and DS550 devices, and selected accessories	20.0%

Minimum Advertised Price (MAP) will be changed from 25% to 28% for LI427X only.

Service SKUs percentage increase varies by SKUs. Contact your distributor for specific pricing.

Part numbers that begin with “3PTY” will not be subject to a list price increase.

Custom, OEM, and End of Life products will not appear in LIST A exhibit due to confidentiality, but list prices will be adjusted by the same percentages as the product families listed above.

LIST B

Product Portfolio	Product Families	List Price Increase %
Scanners	LI220X, LI427X, and LS22XX	5%
	DS220X, DS460X, DS4678 SERIES, DS810X, and DS817X	15%
	CRD0008, CRD0078, CRD81XX, HIGH END RT-ACC, LS120X, MP72 Series, MP7XXX, and MS95X	25%
Mobile Computers	CRDLS-APP-ACC, MISC-APP-ACC, RING SCAN, and RS40XX	25%
RFID	ATR7XXX, FX75XX, FX96XX, SN55XX, SP55XX, SR5XXX-ACC, and ST55XX	25%

Service SKUs percentage increase varies by SKUs. Contact your distributor for specific pricing.

Part numbers that begin with “3PTY” will not be subject to a list price increase.

Custom, OEM, and End of Life products will not appear in LIST B exhibit due to confidentiality, but list prices will be adjusted by the same percentages as the product families listed above.

Important information about this list price change:

- The products, pricing, and changes contained within this Addendum supersede the previous [communication](#) sent on February 20, 2025.
- All pricing to partners is determined between the distributor and the partner.
- Zebra will honor currently approved Price Concessions through their expiration date.
- New Price Concession requests will begin to reflect updated product costs and may have shorter than typical expiration dates given market conditions. See FAQ below for additional details.
- Zebra will honor pricing on open Deal Registration orders placed by partners to distributors by April 04, 2025, with requested shipment of no later than April 28, 2025 and shipped by June 30, 2025. View the updated [Deal Registration Pricing Policy](#) for additional details.
- As of the Effective Date, Zebra Solutions Pathway will reflect these changes.
- New orders for affected products booked with Zebra after the Effective Date will reflect these changes*.
- List prices for Custom, OEM, and End of Life products within the impacted product families will be adjusted by the same percentages.
- New SKUs that are due to launch in the impacted product portfolios prior to the Effective Date and for which list prices have been provided to partners, will also be subject to a price change on the Effective Date.
- Any new SKUs released between now and the Effective Date will reflect this list price change.
- For detailed pricing information on the affected products, please contact your distributor.

* Due to pricing system changes, orders booked after April 25, 2025, should reflect the new pricing. See FAQ 1 below.

Reference the Frequently Asked Questions below for additional information. If you have additional questions, contact your Channel Account Manager or the Partner Interaction Center (PIC).

LIST A Additional Details

Product Portfolio	Product Family/Sub-Family	List Price Decrease %
Scanners	DS367X-SR*	-4.0%

* Sub-family only

Product Portfolio	Product Families	List Price Increase %
Scanners	SCAN MISC-ACC	3.0%
	LI360X and LI367X	5.0%
	CS60XX, DS227X, DS360X, DS930X, DS9908, and DS9908R	10.0%
	CONSUMR SCN-ACC	15.0%
	BIOPTIC-ACC, DS550 Series, EOL Product-Acc, FIXED MT-ACC, HANDHELD GP-ACC, HANDHELD IN-ACC, HANDSFREE-ACC, KIOSK-ACC, and SP720X	20.0%
Mobile Computers	ADPTR-ENT-ACC, ADPTR-RUG-ACC, BRKTS-ENT-ACC, BRKTS-RUG-ACC, CHGRS-APP-ACC, CHGRS-ENT-ACC, CHGRS-RUG-ACC, CRDLS-ENT-ACC, CRDLS-RUG-ACC, EM45 SERIES, ET80XX, ET85XX, KC50 SERIES, KIT-ENT-ACC, KYPDS-RUG-ACC, MC33AX, MC33AXG, MC33XX, MC33XXG, MISC-RUG-ACC, Misc-Wearables-Acc, MSR-ENT-ACC, PD20XX, POS-HXX, PS20XX, PS30 Series, PSION-ACC, RS5100, SFT GDS-APP-ACC, SFT GDS-RUG-ACC, TD50 SERIES, Triggers- Ring Scanner-Acc, and VC83XX	10.0%
	BTRY-APP-ACC, BTRY-ENT-ACC, BTRY-RUG-ACC, CBLS-APP-ACC, CBLS-ENT-ACC, CBLS-RUG-ACC, ET40X, ET45X, ET60XX, ET65XX, HDSET-ENT-ACC, HDSET-RUG-ACC, KIT-RUG-ACC, MISC-ENT-ACC, PAY-ACC, PRINTER-ACC, PS-APP-ACC, PS-ENT-ACC, PS-RUG-ACC, RS6100, SFT GDS-ENT-ACC, STYLUS-ENT-ACC, STYLUS-RUG-ACC, TRG-RUG-ACC, Xplore-ACC, and ZWCXX-ACC	15.0%
	HC20 Series, HC50 Series, MC22XX, MC27XX, TC22XX, TC27XX, WS50, WT54 Series, WT63XX, and WT64 Series	20.0%
	RFID	10.0%
Printers	ZD220, ZD411, ZD421, ZD510, ZD611, ZD611R, ZD621, ZD621R, ZE511, ZE511R, ZE521, ZE521R, ZQ310 Plus, ZQ320 Plus, ZQ511, ZQ511R, ZQ521, ZQ521R, ZQ610 Plus, ZQ620 Plus, ZQ630 Plus, ZQ630R Plus, ZT111, ZT411, ZT411R, ZT421, ZT421R, and ZT510	3.0%
	ZT231 and ZT231R	5.0%
	220Xi4, CPS Accessory, CPS Parts, CPS Printheads, SPS Accessory, SPS Batteries, SPS Connectivity, SPS Parts, SPS Printheads, ZC100, ZC10L, ZC300, ZC350, ZXPS7, ZXPS7L, and Card Materials	10.0%

Zebra List Price Change Frequently Asked Questions

1. When will pricing be updated in Zebra's pricing systems?

The new prices will formally take effect on Monday, April 28, 2025. However, pricing will be updated in Zebra systems on April 25, 2025, at 6:00 pm CT and all orders placed after that time will reflect the new list prices.

2. Why are there LIST A and LIST B pricing exhibits?

Maintaining two separate pricing exhibits provides more flexibility for Zebra and its channel partners to react to the changing tariff dynamics. There is a LIST B because there are some products that are subject to the USMCA trade agreement that are currently exempt from tariffs but that may be reinstated.

3. When can we expect the LIST B list price increase to take effect?

If the pause for the tariffs remains in effect through April 21 for the products covered by the USMCA trade agreement, then the LIST B list price increase will be deferred and not implemented on April 28, 2025.

4. Why are there certain products taking a price increase that are not subject to tariff?

Zebra conducts annual list price reviews and makes adjustments based on cost, market conditions, competitive landscape, value-based, portfolio and other business considerations.

5. What will happen to previously approved Price Concessions?

Previously approved Price Concessions will be honored based on current list prices through their original expiration date.

6. Will new Price Concession approvals prior to April 28, 2025, be based on current or new pricing?

New Price Concession requests will begin to reflect updated product costs and may have shorter than typical expiration dates given market conditions. Zebra will provide guidance to its sales teams that pricing on new Price Concessions approved after the date of this notification should reflect the price changes slated to take effect on April 28, 2025. List prices in Zebra systems as of the date of this notification, will continue to reflect current pricing until April 25, 2025, at 6:00 pm CT.

7. Will the pricing change on an already approved Price Concession?

Once a Price Concession is fully approved, it will not be affected by the list price changes. However, any revisions to the Price Concession may lead to a change in pricing. Please contact your Zebra Account Manager with questions regarding pricing on revised Price Concessions.

8. Will existing or previously approved Deal Registrations be affected by the list price change?

All pricing to partners is between the distributor and the partner. When Zebra list price(s) are changing, any Deal Registrations containing the impacted products will reflect the new product prices as of April 28, 2025. For list price increases, Zebra will honor pricing to distributors on open Deal Registration orders placed by partners and accepted by distributors by Friday April 04, 2025, with requested shipment of no later than April 28, 2025 and shipped by June 30, 2025. Please see the updated [Deal Registration Pricing Policy](#) for additional details.

9. How will Zebra promotions be impacted by the list price change?

Any promotion calculated as a percentage discount off list price will be impacted by the list price change on or after April 28, 2025*.

10. A customer would like to purchase a large quantity of impacted products between the notification date and the Effective Date. Can they do so?

Zebra reserves the right to limit quantities and allocate products based on product availability including under orders containing impacted products placed prior to April 28, 2025.

* Due to pricing system changes, promotions after April 25, 2025, should reflect the new pricing. See FAQ 1 above.