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## Bixolon Samsung SRP-770II Review

**Product:** SRP-770II

**Manufacturer:** Bixolon/Samsung

**Type:** Direct Thermal Barcode Label Printer

**Support:** 1 Year warranty through Bixolon/Samsung; Lifetime Support From POSGuys.com

The [SRP-770II](#) is Bixolon/Samsung's entry into the desktop barcode printing market. It features a direct thermal printhead and multiple interfaces on the back.



### Typical uses and environments:

The small form factor and ease of installation make the SRP-770II an ideal choice for retail, small warehouse, or healthcare environments looking for a fast desktop label printer.

### Unique Features & Advantages:

Rated at 5" per second, the SRP-770II has one of the fastest print speeds in its class. It also features RS-232 Serial, Parallel, and USB interfaces on the back, allowing it to be set up on a variety of computers without the worry of legacy interface support. For media compatibility, the SRP-770II can use Zebra label stock as well as its own brand, keeping options available.



### Standard Features:

The SRP-770II comes out of the box with power supply, a/c line cord, starter roll of labels, and driver disc. An LED next to the feed button signifies when the printer is powered up or experiencing an error. It comes standard with gap, black mark, notch sensor, continuous, and fan-fold media sensors. The SRP-770II is compatible with ZPL II, EPL II, and SLCS core printing languages, making it easily deployed in locations that previously used Zebra's desktop label printers.

### Performance Testing:

To determine the capabilities of the Samsung SRP-770II, we ran it through a series of tests designed to showcase the printer's ease of installation, ease of

configuration, print speed, and print quality. Our tested showed the SRP-770II to be easy to setup and use.

A setup wizard on the included disc begins as soon as it is inserted into the PC, installing the drivers automatically and requiring reboot upon completion. Once configured, the SRP-770II prints crisp and clean labels at up to 4" wide. Labels print at up to 5" per second, though there is minor delay for the first label to print. Multiple labels printed in a single job mitigate the issue.

Label creation software is included on the driver disc; however it is very basic, lacking database connectivity. We were able to configure both Teklynx Label Matrix QuickDraw as well as Seagull Software's Bartender label creation software to use the SRP-770II, giving easy options for advanced label design and inventory database connections.



**Conclusion:**

The Samsung SRP-770II barcode printer is an excellent choice for budget-minded labeling solutions. With a fast print speed, easy to set up drivers, and small footprint, the SRP-770II will perform admirably in any retail or low-volume shipping environment.

To Purchase this product, go to the [Bixolon Samsung SRP-770II](#) page.

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