Desktop Barcode Printers Buyer's Guide

Choose the Right Printer for Your Workflow



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Understanding Desktop Barcode Printers

From shipping and inventory labels to product identification and retail applications, the right desktop barcode printer can help your business print accurately, efficiently, and reliably.

This guide walks you through the key factors to consider when choosing a desktop printer and provides an overview of GoDEX desktop printing solutions to help you find the right fit for your application.

A desktop barcode printer is a compact label printer designed for businesses that need reliable on-demand printing without the footprint of a larger industrial printer.

Desktop printers are well suited for applications where space is limited and consistent media printing is important. Depending on the model, they can support direct thermal or thermal transfer printing, a variety of label sizes, multiple connectivity options, and accessories designed to streamline media handling.

Common desktop printer applications include:

- Shipping and logistics
- Inventory and asset labeling
- Retail and shelf labeling
- Product identification
- Healthcare labeling
- Manufacturing
- Food service
- General business labeling
- And other applications

Why Choose GoDEX?

Since 1993, GoDEX has designed and manufactured high-performance barcode printers that combine reliability, affordability, and innovative engineering. Built to support businesses of every size, GoDEX desktop printers provide dependable label printing for applications including product labeling, shipping, inventory management, healthcare, manufacturing, retail, and more.

Whether you need a compact direct thermal printer for everyday labels or a thermal transfer printer for long-lasting product identification, GoDEX desktop printers offer flexible printing options, connectivity, and compatibility with popular printer languages, including EZPL, GEPL, GZPL, and GDPL.

GoDEX printers also include complimentary barcode labeling software with database integration, making it easier to design, manage, and print labels without additional software costs. Convenient features, such as a dedicated calibration button, help simplify setup and everyday operation.

GoDEX support doesn't stop at the printer. Businesses benefit from outstanding customer support and one of the best warranties in the industry, providing added confidence long after the printer is installed.

With compact designs, user-friendly features, and dependable support, GoDEX desktop printers help businesses maintain efficient labeling workflows while reducing manual processes.

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How to Choose the Right Desktop Printer

1. CHOOSE THE RIGHT PRINT METHOD

Direct Thermal

Direct thermal printers create images using heat-sensitive media. They do not require ribbon, making them a simple and cost-effective choice for applications where labels do not need long-term durability.

Best for: shipping labels, receipts, temporary identification, retail labels, and everyday labeling.

Thermal Transfer

Thermal transfer printers use a ribbon to transfer the image onto the label. This produces durable labels designed to withstand more demanding environments and longer-term use.

Best for: product identification, asset labeling, manufacturing, and applications requiring durable labels.

Need flexibility?

Choose a printer that supports both direct thermal and thermal transfer when your business uses multiple types of labels or expects its requirements to change.

2. MAKE SURE THE PRINTER FITS YOUR MEDIA

Your media requirements can determine which printer is right for your application. Consider:

- Label width and length
- Label material
- Media thickness
- Roll size
- Linered or linerless media
- Blackmark or notched media
- Ribbon requirements
- Specialty media
- Fanfold media
- Gap and hole punch media

Media flexibility matters. A printer that can accommodate different media types gives you more options as applications change.

3. MATCH PERFORMANCE TO YOUR WORKLOAD

Light to Moderate Volume

A compact desktop printer may provide everything you need for occasional or everyday printing.

Moderate to High Volume

Look for faster print speeds, larger media capacity, durable components, and features that reduce media changes and downtime.

Growing Operations

Choose a printer with the connectivity, media flexibility, and performance to accommodate future applications.

4. CHOOSE THE RIGHT RESOLUTION

203 dpi

Ideal for most standard barcode and label applications.

300 dpi

Provides greater detail for smaller labels, fine text, graphics, and more complex designs.

600 dpi

Delivers the highest level of detail for extremely small labels, fine text, intricate graphics, and applications requiring exceptional print precision.

5. CONSIDER CONNECTIVITY

Choose connectivity based on how your printers will be deployed. Options may include:

- USB
- Serial
- Ethernet
- USB Host
- Wi-Fi
- Bluetooth

For shared or networked environments, Ethernet or wireless connectivity can make printer deployment more flexible.

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Find Your GoDEX Desktop Printer



DT230

Compact Printing. Full-Size Performance.

When space is limited, the DT230 delivers dependable 2" direct thermal printing without taking up valuable workspace. Its compact footprint and intuitive operation make it a strong choice for shelf labels, price tags, receipts, and other space-conscious applications.

Key Features:

- Print Width: 2"
- Print Speed: 5 ips
- DPI Availability: 300 dpi
- Direct thermal printing
- Multiple connectivity options
- Center justified printing
- Calibration Button



RT200i series

Mini Barcode Printer. Industrial Performance.

The RT200i Series packs powerful performance into a compact 2" thermal transfer printer. With print speeds up to 7 IPS, versatile connectivity, USB Host support, and an intuitive color LCD and operation panel, this series delivers flexibility and ease of use. Its modern clamshell design simplifies media loading, while the innovative calibration button makes label calibration quick and easy.

Key Features:

- Print Width: 2"
- Print Speed: 5 ips, 7 ips
- DPI Availability: 203 dpi, 300 dpi
- Direct thermal and thermal transfer
- Center justified printing
- Color LCD screen
- Calibration button
- Flexible Connectivity



DT4x Pro

Fast, Flexible 4" Printing

The DT4x Pro is a versatile 4-inch direct thermal printer designed for high-volume label production. Its compact design, fast print speeds, and support for a wide range of media make it an excellent choice for shipping, logistics, warehousing, retail, and healthcare applications.

Key Features:

- Print Width: 4"
- Print Speed: 7 ips
- DPI Availability: 203 dpi
- Direct thermal printing
- Center justified printing
- Calibration button
- Flexible connectivity
- Direct PDF printing
- Wall-mountable design
- USB host port



DT4L

Print. Cut. Go Linerless.

The DT4L is purpose-built for linerless printing. Its integrated cutter helps streamline label production while eliminating traditional liner waste, making it a practical choice for applications focused on efficient media use and simplified handling. Ideal for shipping, retail, food service, and other applications requiring efficient, adhesive-backed labels.

Key Features:

- Print Width: 4"
- Print Speed: 6 ips
- DPI Availability: 203 dpi
- Direct thermal printing
- Linerless printing
- Center justified printing
- Built-in cutter

Find Your GoDEX Desktop Printer



RT700i+ Series

Durable Labels. Desktop Footprint.

The RT700i+ Series gives businesses the flexibility to print both direct thermal and thermal transfer labels from a compact desktop printer. With a color LCD, standalone operation, automatic media calibration, and flexible connectivity, this model is built for applications where label durability and ease of use matter. Best for durable product, asset, inventory, and manufacturing labels.

Key Features:

- Print Width: 4”
- Print Speed: 5 ips, 7 ips
- DPI Availability: 203 dpi, 300 dpi
- Direct thermal and thermal transfer
- Center justified printing
- LCD Screen
- Calibration button
- Flexible connectivity
- Standalone operation



G500+ Series

More Flexibility. Less Downtime.

The G500+ Series combines dependable performance with the flexibility to handle changing business needs. Twin-Sensor technology, dual USB hosts, generous storage, and large media capacity help reduce interruptions and keep everyday labeling workflows moving. Best for general business labeling, shipping, inventory, retail, and applications requiring printing flexibility.

Key Features:

- Print Width: 4”
- Print Speed: 5 ips, 6 ips
- DPI Availability: 203 dpi, 300 dpi
- Direct thermal and thermal transfer
- Center justified printing
- Calibration button
- Flexible connectivity



GM600 Pro Series

Industrial-Level Performance. Desktop Size.

The GM600 Pro Series delivers high-performance printing in a compact desktop footprint. Advanced print adjustments, direct PDF printing, high-capacity memory, and support for multiple ribbon core sizes give businesses the flexibility to handle demanding labeling requirements. Ideal for high-volume printing and businesses that need maximum desktop flexibility.

Key Features:

- Print Width: 4”
- Print Speed: 6 ips, 8 ips
- DPI Availability: 203 dpi, 300 dpi
- Direct thermal and thermal transfer
- Center justified printing
- Calibration button
- Flexible connectivity
- 0.5” and 1” Ribbon Cores
- Print line / pressure adjustments



RT863i+

The Ultimate Printer for Your Creative Needs.

The RT863i+ offers a 300-meter ribbon capacity, large memory, and multiple connectivity options. With three USB ports standard, it easily integrates with devices such as flash drives, scanners, and keyboards for extended memory and standalone operation. Its user-friendly clamshell design and intuitive features make this printer easy to operate and integrate into a variety of applications.

Key Features:

- Print Width: 4”
- Print Speed: 4 ips
- DPI Availability: 600 dpi
- Direct thermal and thermal transfer
- Center justified printing
- 3.2-inch color LCD touchscreen
- Calibration button
- Multiple connection interfaces

Compare the Specs

Model	DT230	RT200i/ RT230i Series	DT4x Pro	DT4L	RT700i+ Series	G500+ Series	GM600 Pro Series	RT863i+
Print method	DT	DT / TT	DT	DT	DT / TT	DT / TT	DT / TT	DT / TT
Resolution	300 DPI	203, 300 DPI	203 DPI	203 DPI	203, 300 DPI	203, 300 DPI	203, 300 DPI	600 DPI
Print Speed	5 IPS	7 / 5 IPS	7 IPS	6 IPS	7 / 5 IPS	6 / 5 IPS	8 / 6 IPS	4 IPS
Print Width	2.24"	2.12" / 2.24"	4.25"	4.25"	4.25" / 4.16"	4.25" / 4.16"	4.25" / 4.16"	4.16"
Print length	30"	68" / 30"	400"	68"	279.53" / 125.98"	279.53" / 125.98"	400" / 350"	31.5"
Ribbon	-	110m	-	-	300m	300m	110m / 300m	300m
Ribbon Core	-	0.5"	-	-	1"	1"	0.5" / 1"	1"
USB	■	■	■	■	■	■	■	■
Serial	■	■	■	■	■	■	■	■
Ethernet	■	■	■	■	■	■	■	■
USB Host	■	■	■	-	■	■	■	■
Real Time Clock	□	■	■	■	□	□	■	□
Cutter	□	□	□	■	□	□	□	□
External Roll Holder	□	□	□	-	□	□	□	□
External Rewinder	□	□	□	-	□	□	□	□
Wi-Fi/Bluetooth	□	□	□	-	□	□	□	□
GoLabel	■	■	■	■	■	■	■	■
GoTools	■	■	■	■	■	■	■	■

- N/A □ Optional ■ Standard ■ Standard Software



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Accessories to Optimize Your Labeling Workflow

The right accessories can make a desktop printer work harder for your operation. GoDEX accessories expand media handling capabilities, automate repetitive steps, add wireless connectivity, and help keep labels moving efficiently from production to application.



External Media Stand

Print More. Handle Oversized Media.

The GoDEX External Media Stand makes it easy to use larger rolls and media outside the printer. Its sturdy design provides reliable media support for applications that require extended print runs or specialty media.

Ideal for: Large media rolls, high-volume printing, tags, and specialty media.



Cutter Module

Cut Cleanly. Keep Production Moving.

The GoDEX Cutter Module automatically cuts printed media for efficient, consistent output. With a durable design and reliable cutting performance, it supports a wide range of media types and applications.

Ideal for: High-volume label production, continuous media, tags, and specialty media.



Peeler Module

Print and Apply Faster

A peeler separates each label from its liner as it is printed, allowing operators to quickly remove and apply labels without manually separating them. This can help speed up repetitive labeling tasks and create a more efficient print-and-apply workflow.

Ideal for: Shipping, inventory, product identification, and repetitive labeling applications.



T10 / T20 / T30 Label Rewinder

Keep Printed Labels Organized & Ready to Use

The T10, T20, and T30 Rewinder series automatically rewinds printed labels into clean, organized rolls for easier handling, storage, transportation, and application.

Designed to support a variety of applications, the T Rewinder series accommodates multiple core sizes and can be configured for core or coreless operation. LED indicators provide at-a-glance operating status.

Ideal for: High-volume label production, pre-printing, label storage, and applications requiring neatly rolled finished labels.



Wireless Connectivity Options

Print Without Being Tied to a Cable.

GoDEX wireless connectivity options, including Wi-Fi and Bluetooth modules, give businesses greater flexibility in how and where they connect their printers. Add wireless capabilities to support mobile workstations, flexible printer placement, and labeling environments where wired connections aren't practical.

Ideal for: Mobile workstations, flexible printer placement, wireless environments, and streamlined connectivity.

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Explore Our Software Options

GoDEX thermal printers include complimentary user-friendly software that seamlessly integrates with databases while offering powerful features to create personalized labels.



GoLabel II

Design. Connect. Print.

GoLabel II provides an intuitive WYSIWYG interface for creating professional barcode labels. ODBC database connectivity allows users to connect label designs to existing data for streamlined, variable-data printing.



GoTools

Configure. Troubleshoot. Manage.

GoTools includes utilities designed to simplify printer configuration, troubleshooting, and deployment. Users can manage settings, diagnose issues, and load fonts or label formats without relying on complex commands or programming.

GoAPP

Print From Anywhere

GoAPP allows users to recall saved labels, enter variable data, and send print jobs directly to compatible GoDEX printers. It supports Wi-Fi, Bluetooth, and USB connectivity on compatible Android and iOS devices.



GoRibbon

Create Custom Ribbon Designs

GoRibbon is designed specifically for satin ribbon printing, providing an intuitive way to create customized ribbon designs. It works with compatible GoDEX printers and ribbon media.



GoUtility

Manage Your Printer Fleet

GoUtility helps you monitor printer status and deploy data to multiple GoDEX printers from one centralized interface, simplifying printer management across your labeling environment.

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Find the Right Desktop Printer for Your Workflow

You've compared the options. Now find the GoDEX desktop printer that fits your media, workload, and labeling requirements.

Find Your Printer