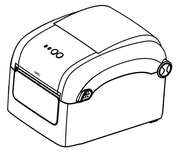
deli

USER MANUAL

Thermal label printer

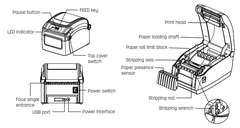


S401

1. Physical appearance and components

LED indicator description:

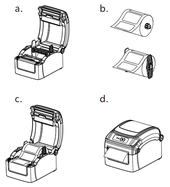
• ON LINE-Power indicator • Error-Error indicator



Product standard number: GB/T 28865

2. Loading the Paper Roll

1. Press the cover switch to open the printer cover.
2. Load the paper roll into the label supply shaft and secure it to the center of the supply shaft using a paper roll fixing plate.
3. Place the paper roll directly on the paper roll holder. (If a wider paper roll is used, the fixing piece can be removed and the paper roll can be used directly.)
4. Reserve 1cm outside the paper outlet and cover it with the printer cover.



3. General button functions

Paper feed

When the printer is ready (the blue LED indicator is constantly on), press the FEED button and the label paper will move to the front of the next label paper.

suspend

When the printer is printing continuously, pressing PAUSE will pause printing. At this time, the power indicator indicator is flashing blue. Press the button again and the printing process will resume normal.

4. LED indicator indicator description

LED indicator status	explain
Blue indicator on	The printer is functioning properly
Blue indicator flashing	Printer paused
The red indicator flashes once	Opening the printer cover
Red indicator flashing twice	printer out of paper
Double flashing blue and red indicators	Printer overheating
The red bright flashes three times	Gap/Black Label Mode Error

5. Please follow the following steps to activate the power on function

1. Power on self-test

A. Turn off printer power

B. Confirm that the printer has been loaded with paper and cover it with the printer cover

C. Press and hold the FEED button, and turn on the printer power. At this time, the printer will print a self detection test page. Release the feed button

2. Printer initialization

A. Turn off printer power

B. Press and hold the PAUSE and FEED keys simultaneously, and turn on the printer power until the power (blue) indicator is on and the error (red) indicator is off. Release the PAUSE and FEED keys, and the printer will clear the user data from its internal memory and restore the printer parameters to their default factory settings.

WARRANTY CARD

Thank you for your purchase of our products. The interests of customers who purchase our products will be protected. For any malfunction due to product quality problems, please contact authorized local dealers or service centers with this receipt and the warranty card.

Warranty terms:

1.For product failures occur under normal operating circumstances, free of charge repair and spare parts replacement service shall be provided by our company within one year commencing from date of purchase.

2.Customers are required to present this warranty card and the original purchase invoice to our company upon request for warranty service. This warranty card shall be valid only after the following form is filled out in details and affixed with official seal of the dealer.

3.No free of charge repair service shall be provided in the event of any of the following circumstances:

(1)Expiration of the warranty period;

(2)Damages caused by improper use, maintenance or storage not in accordance with the requirements of the user manual;

(3)Failure or damage resulting from unauthorized disassembly, repair or modification;

(4)Failure or damage caused by force majeure;

(5)Wear parts or accessories.

This warranty card is being delivered with the product, one card for one product. Please keep this warranty card in proper condition for free warranty service. There is no replacement if lost.

Date of Purchase: _____Y _____M _____D

WARRANTY CARD

Product Information	Product Name			Serial Number	
	Product Model Number			Manufacturing Date	
Customer Information	Company Name			Contact	
	Address			Phone	
Sales Information	Dealer Name			Contact	
	Address			Phone	
	Date of Purchase			Invoice No.	
Maintenance Record	Description of Malfunction	Maintenance Results	Customer Signature	Maintenance Technician Signature	Maintenance Date

This copy shall be cut along the dotted line and kept by the dealer.

WARRANTY CARD

Product Information	Product Name			Serial Number	
	Product Model Number			Manufacturing Date	
Customer Information	Company Name			Contact	
	Address			Phone	
Sales Information	Dealer Name			Contact	
	Address			Phone	
	Date of Purchase			Invoice No.	
Maintenance Record	Description of Malfunction	Maintenance Results	Customer Signature	Maintenance Technician Signature	Maintenance Date

CERTIFICATE

Inspector: _____

Date of Manufacture: _____

DELI GROUP CO., LTD.
Deli Industrial Zone, Ninghai County, Ningbo City, Zhejiang Province, China Made in China
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PAP

KEEP FOR FUTURE USE

Version: 1.0
Date: 04-2024

deli

After-sales Sercice

Thermal label printer

S401

Warranty Terms

Warranty scope and period

1. The warranty is limited to product malfunctions caused by poor materials or manufacturing processes.
2. The warranty period is calculated from the date of purchase by the customer (based on the purchase invoice). If the customer is unable to provide an invoice

From the date of production of the product.

3. Warranty period:

a. Printer: One year.

b. The warranty period for the print head is three months (or 30000 cm in length, whichever comes first).

Warranty service principles

1. Free warranty for products that meet the warranty period and scope.
2. When conducting warranty, a warranty card must be presented.
3. Maintenance services outside the warranty period or outside the warranty scope will be charged according to the standard by Deli.
4. If the product is disassembled or repaired without technical certification, the warranty will become invalid.
5. The repair machine must be packaged in its original packaging or in a packaging with considerable protection, as the transportation package Damaged equipment is not covered by the warranty.

Non Warranty Terms

1. There is no warranty card or the content of the warranty card has been altered.
2. Failure to maintain the printer according to the user manual resulted in damage to the printer.
3. The printer is damaged due to water ingress or foreign objects.
4. The print head is damaged due to the use of printing media with excessive thickness.
5. The use of inferior consumables resulted in damage to the print head.
6. Damage caused by improper usage environment or force .
7. Use the printer for other purposes beyond its intended use.
8. Damage not caused by our technical engineers maintenance.

The final interpretation right of the above terms belongs to Deli Group Co., Ltd.

Troubleshooting

The content in the table below is common problems and problem-solving methods for general operators; If you have followed our suggested method to troubleshoot the issue and the printer is still not functioning properly, please contact the customer service department of your purchasing manufacturer for further assistance.

Problem	Possible factors	Solution
The power indicator indicator is not on	• The AC socket plug and power supply plug are not properly connected to the power socket • The printer power switch is not turned on	• Check the power connection and confirm that the AC socket and the plug of the power supply are correctly connected to the printer • Turn on the power switch
	• The printhead carriage is not closed	• Close the printhead carriage
	• Label paper exhausted • The label installation path is incorrect • Gap sensor detection incorrect	• To install a new label paper • please follow the steps for label installation to reinstall, adjust specifications, and print it again
	• There may be label paper stuck inside the printer	• Cleaning the interior of the machine
Wrinkle problem	• Uneven printing head pressure • Incorrect installation of label paper • Incorrect printing concentration • Incorrect feed of label paper	• Please set the appropriate label printing concentration • Please adjust the label specifications to fit the label width

Poor printing quality	• Incorrect installation of label paper • Dust or adhesive buildup on the print head • Incorrect print concentration setting • Damaged print head	• Reinstall consumables • Cleaning the print head • Cleaning rubber rollers • Adjusting the printer's printing density and speed to the appropriate values and check if the print head is damaged. If it is, please return to the factory to replace the print head. • Replace appropriate label paper • If the thickness of the label exceeds 0.22mm, it may cause a decrease in printing quality. • Confirm that the print head holder is fully closed
Paper skipping occurs during printing	• Incorrect or incomplete label size setting • The label sensor is covered by foreign objects, causing incorrect detection	• Readjust specifications and print • Moderately reduce gap detection sensitivity • Remove foreign objects between sensors
Missing printed content on both sides	• Incorrect label size setting • Exceeded maximum printing width	• Set the correct label size • Change to within the maximum width
Grey lines appear on black label paper	• There is dirt on the print head • The rubber roller is dirty	• Cleaning the print head • Cleaning rubber rollers
Unable to print or incorrect printing content	• In Hex Dump mode • Serial communication issues	• Turn off and power on the printer again to jump out of Hex Dump mode • Adjust the parameter to match the computer baud rate

Technical Parameter

Print specifications	Model	S401
	Printing method	Thermal sensitivity
	resolving power	203dpi
	Print width	104mm
	Printing speed	2-8inch/s
	Overheat protection function	have
	Label detection function	have
	Black mark detection function	have
	Closing detection function	have
	Paper jamming detection	have
	communication interface	USB+Bluetooth
Barcode character graphics	bar code	One-Dimensional barcode: CODE128、EAN128、ITF、CODE39、CODE93、EAN13、EAN13+2、EAN13+5、EAN8、EAN8+2、EAN8+5、CODABAR、POSTNET、UPCA、UPCA+2、UPCA+5、UPCE、UPCE+2、UPCE+5、STKDIT、MSI、MSIC、PLESSEY、EITIN、EANN
	character set	QR code: QRCODE、DataMatrix Code MaxiCode, PDF417
	Character enlargement /rotation	Common single byte fonts: FONT0 to FONT9
	graph	Horizontal and vertical can be enlarged 1-8 timesvotary printing (0°、90°、180°、270°)
	graph	Monochrome Pbit, BMP and other image files can be downloaded to FLASH/DRAM

medium	Paper type	Thermal paper, self-adhesive label paper, etc
	Medium width	40mm-118mm
	Paper roll outer diameter	130mm
	Paper output method	Front paper output/tearing off
source	input	DC24V 2.5A
environment	work environment	temperature:5C-40℃ humidity:20%-90%
	Storage environment	temperature:-25℃-55℃ humidity:20%-93%
	pressure	86-106 kPa
exterior	Dimensions (length * width * height)	240x186x178mm
	Weight	2.08kg

⚠ Warning: Operating this device in a residential environment may cause radio interference.

⚠ Warning: Sharp edges, do not touch.

⚠ Warning: Hot parts! Touching this component may burn your fingers. Wait for half an hour after turning off the power before touching the component.