

Behind the Code

News and Trends in Bar Code & RFID

Vol. 2

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We are pleased to present you with this brief newsletter with coverage of some recent updates in the world of bar code and RFID. If something here catches your attention and you'd like more information, please call Avery Dennison Printer Systems Division at 1-800-543-6650 or visit <http://www.monarch.com/>

Does Your Shelf Label Price Match Your Scanned Price at POS?

Various Weights & Measures (W&M) Departments as well as retailers utilize Avery Dennison's Monarch Pathfinder Ultra Platinum printer as an auditing tool, to ensure that shelf pricing matches register pricing.

Avery Dennison's custom application loaded on the one-piece scanner/printer generates a list of bar codes and prices which are then scanned at the register. The solution compares the printed price to the register price and an error report is generated as well as summary statistics including the percentage over and under the correct price.



Until now, the auditor was required to manually key in the description of each scanned item, which slowed down the otherwise efficient, automated process.

The latest version of Avery Dennison's custom W&M application for the Ultra Platinum printer will allow the user to access a web-based database containing hundreds of thousands of UPC/EAN codes and their product descriptions.

The UPC database, (which is licensed under the Creative Commons Attribution-ShareAlike 3.0 License), is updated constantly, therefore Avery Dennison does not include the file with the application. However, once the user downloads the file onto the Ultra via the SD memory card, the W&M application will locate the database and use it to look up and apply descriptions to each scanned item.

This application will make the auditing process much quicker and easier for both the W&M Officials and the retailers who "self-audit" in order to ensure they have accurate pricing.

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Are Label Applicators Right for You?



Most of us have heard or read about the benefits of automating the application of labels:

- Reduced Labor Costs
- Increased Accuracy
- Overall Operations Improvements

Although many business owners would like to experience the efficiency improvements prevalent in automated label applicator systems, there may have been some factors that previously prevented them from adopting this solution.

In the past businesses that had odd shaped merchandise to mark, a variety of sub-sku's or moderate volume may have discounted the possibility of incorporating automated label applicators into their operations. There is now an affordable alternative perfectly suited to these circumstances.

The Avery Dennison LTSI , (pictured right).is a rugged one-piece printer/applicator that quickly adapts to different product types, sizes and labeling needs. It is motor driven and does not require air. It has an optional foot pedal to activate application on-demand and free the operator's hands.

The applicator is securely attached to the printer allowing it to be moved from one area to another on a mobile cart and still be ready to print. The setup is simple and straightforward and is less expensive than a full-blown applicator solution.



9864 LTSI

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The LTSI is very fast, and in most cases can be ready to apply the next label much faster than a worker can feed the next item to be marked. The 9864 ribbon-saver feature reduces supply expenditures.

Some of our current customer applications include:

- Labeling packets of paper plates requiring special marking
- Labeling soap gift pack with individual item combinations
- Marking boxes imported from China for resale in a craft store
- Labeling different shapes, sizes, thicknesses of books
- Labeling packages of office supplies



While the 9864-LTSI can be used within a store for local marking, we have found a great fit within rework areas of distribution centers, and can provide a very quick ROI, (Return On Investment) for 3rd party specialty packaging providers (such as those making the combination baskets found in department stores). Along with our portable printing solutions, the 9864-LTSI gives you the tools to solve any remarking problem you may have.

Use the following link to view a video of the 9864-LTSI in action. Note how quickly the unit can operate. With its speed, accuracy, and overall performance, the LTSI can make the difference in your bottom line.

Link: [Video Clip](#)

We'd be happy to schedule a process improvement study, (we call it Fastrax), at your facility to show you how the 9864-LTSI can reduce your costs and improve efficiency.

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Portable Printer Update

Monarch Ultra Silver
Avery Dennison's Ultra Silver
Printer NOW has:

- More Memory for Fonts, Formats, Database Tables and Application Scripts – Increased to 4MB!
- Faster Imaging - Up to 2X faster processing means greater productivity!
- Double Byte Fonts – Optional 256MB micro SD memory card allows international character sets!
- Real Time Clock & Date with Battery Support – Allows easy date coding & stock rotation.



Applicator Offerings

If you're considering automating your labeling processes and you're not sure which solution is right for your business application, our experts would be happy to assess your needs and provide a recommendation based on the size and volume of your operation. Not only that, they can provide you with an ROI (return on investment) analysis that will show you how much labor and material you will save by automating.

Avery Dennison ALS Series



Monarch 9864 LTSI

Avery Dennison ALX Series

