

# Avery Dennison Case Study

**Monarch®**  
Products and Services

## Hardware Retailer Increases Productivity with Automated In-Aisle Pricemarking

### Business Challenge:

This Hardware, Feed and Grain Retailer wanted to reduce labor hours in order to improve operating margins and improve customer satisfaction in their locations throughout the Northeast and the Mid-Atlantic states.

### Avery Dennison Solution:

The Monarch® PATHFINDER® Ultra® system was implemented for this Customer's in-store shelf labeling, UPC item marking and price look-up applications.



Changes and label printing take place on the sales floor, saving time and allowing employees to focus on increasing the levels of customer service and satisfaction. Price changes are consistently downloaded to the system each day, preventing system mis-matches and lost profitability.

Using the Ultra for in-store marking means all items are bar coded correctly and merchandise is moved more quickly, reducing inventory carrying costs. The portability of the Monarch PATHFINDER Ultra system enabled the Customer's stores to quickly

replace shelf labels and mark items on the floor, which maintains customer satisfaction.

There has been such an improvement to productivity, time savings and efficiency that the store employees agree the Monarch system is the most effective initiative the Customer has ever presented to help their stores. The shelf label printed on the PATHFINDER Ultra system also presents a more professional image that matches with the overall look of the Customer's environment, signage, and advertising.

**Avery Dennison solutions not only help increase productivity, save time and improve efficiency in your day-to-day operation, but can also help maintain your image with your customers.**

**For more information on how you can integrate this one-piece scan, print and apply marking solution into your store operations, please contact us at 800.543.6650, prompt 5.**

Avery Dennison Printer Systems Division  
170 Monarch Lane Miamisburg, OH 45342  
1.800.865.6650 prompt 5 Fax 1.937.865.2554

