

# Avery Dennison Case Study

**Monarch®**  
Products and Services



## Jungle Jim's International Market Saves Money with the Monarch® Pathfinder® Ultra® Platinum™ Printer

**Business Challenge:** Jungle Jim's, Cincinnati's largest and most unique International Market provides an offering of over 44,000 imported items from 75 countries worldwide.

One of the challenges this massive 300,000 square foot grocer/retailer faces is **UPC labeling** for both the domestic and imported products it carries as products are often received without the necessary price and UPC bar code labels.

UPC bar codes are essential to expedite the checkout process for the over 50,000 patrons who shop there weekly. Not only do the UPC codes help speed customers through checkout lines, but they also facilitate the efficient inventory tracking that allows Jungle Jim's to maintain adequate supplies of food and food-related products.

**Avery Dennison Solution:** To assist them in this massive undertaking, Jungle Jim's enlisted the help of Avery Dennison and its' state-of-the-art Monarch® Pathfinder® Ultra® Platinum™ printer.

**The mobile scan, print and apply capabilities of the hand-held Platinum printer make it ideal for efficient UPC labeling of the extensive daily influx of inventory.**

The stocking employee simply carries the Platinum printer directly to the product, taps the touch screen to retrieve the application, and **with one motion** the UPC label is printed and applied to the item and it's ready for purchase.

With its' Windows CE technology, the Platinum printer simplifies programming on the part of

Jungle Jim's IT staff and the easy-to-use touch-screen and keypad make it very manageable for the stocking staff to learn and utilize. According to Denise Burkhart, Jungle Jim's Scanning Coordinator,

**"The Ultra Platinum printer is very simple. I learned how to use it in 15 minutes."**

**By employing the Platinum printer, Jungle**

**Jim's employees label and stock inventory in a fraction of the time, freeing them up to assist customers and improve the overall consumer experience.**

**And Jungle Jim's customers are happy when they make their way efficiently through the checkout line.**

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



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