

Avery Dennison Case Study

Monarch®
Products and Services

Marine Retailer Saves Time and Money by Implementing Solutions for Replacement Shelf Tags, Inventory Control and Distribution Center Tracking

Business Challenge:

A consumer marine supply retailer was looking for a solution to several key business problems. The Customer wanted to improve shelf labeling, streamline inventory management and improve the process for their 235 retail stores to return merchandise to their distribution centers. After conducting a detailed internal business analysis, The Customer's management identified three core issues:

- A two-week turnaround for laser shelf tags from corporate headquarters was resulting in excess direct costs applied to inventory handling and management.
- An inefficient inventory control system led to out-of-stock situations, resulting in lost sales opportunities with customers.
- An inaccurate store-to-distribution center transfer system for store remodeling was creating serious productivity problems at the retail store level due to lost or inaccurately routed merchandise.



perfect solution to all three business challenges.

Replacement Shelf Tag: The Customer uses the Monarch Pathfinder Ultra to scan an item, access the Customer's database file, and print and apply a replacement shelf tag—saving the Customer \$700,000 a year in time and labor.

Inventory Control: To control inventory, the employee scans the tag with the Monarch Pathfinder Ultra. When an out-of-stock item is identified, the Monarch Pathfinder Ultra downloads the data and transmits the data to the host computer for automatic reordering, allowing the Customer to keep accurate, updated stock.

Distribution Center Tracking: During packing for remodeling, the Customer scans each item as it goes into a carton, and prints a label identifying the specific Distribution Center location where the carton is to be shipped. This application has saved more than 50% in time and labor.

The Monarch Pathfinder Ultra printer's speed, accuracy and mobility has been the key to the increased business results the Customer has realized since implementation of the new system.

Avery Dennison Solution:

A Probranding process analysis was completed by the Avery Dennison team. The Probranding team found the one piece, scan, print and apply Monarch® Pathfinder® Ultra® printer would be the

For more information on how the one-piece scan, print and apply Monarch Pathfinder Ultra printer can help you save money and process time and for a free demonstration, call us at 800.543.6650 prompt 5. Ask for a free Probranding analysis of your business processes.

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