

Avery Dennison Case Study

Monarch®
Products and Services

Discount Department Store Chain Saves \$2,000,000 in Markdown Costs!

Business Challenge: Previously, this Department Store Chain used a two-piece scanner/portable printer solution on a mobile cart for markdowns. An associate would scan an item, look at the display on the scanner to verify a markdown item, lay down the scanner, retrieve the label from the printer, apply the label and pick up the scanner.

Each store took approximately 17 hours to mark down 7,000 items each per week. Additionally, the process required the user to look away from the product to verify and retrieve labels which provided an opportunity for the associate to lose her place and mark down the wrong product.

The Discount Department Store Chain wanted a less labor and error intensive solution for their markdown challenge.



Avery Dennison Solution:

The Monarch® Pathfinder® Ultra® Platinum™ printer makes markdowns virtually a one-step process.

When a barcode is scanned, the Ultra Platinum printer searches the pre-loaded markdown file for a match. If the item is in the file, a markdown label automatically prints, and the user can apply it while still holding the tag from the scan.

This process (one-piece scan, print and apply) **eliminated 8 steps and saved 11 labor hours each week for each store.** All manual verification is eliminated. Since the label prints automatically when a markdown item is scanned, all "guesswork" is gone and so are the errors.

The Ultra Platinum printer saved this major Department Store Chain \$2,039,497 in labor costs annually (316,000 labor hours)!

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

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