

Avery Dennison Case Study

Monarch®
Products and Services

Retail Chain Saves Money in Decreased Shrinkage with Tamper-Proof Removable Labels!

Business Challenge:

Customer is a 400+ store retail chain that specializes in selling deeply discounted, upscale home accessories and gifts. This Customer performs item-marking in-store and applies a separate clearance label to all items included in their discount events.

In the old process, the Customer used a paper clearance label with a "bow tie" security cut to price mark their discounted items. Because of the nature of The Customer's products, such as gifts and decorative items, a removable adhesive is used to ensure clean removability of the label by the customer after the items are purchased, with no adhesive residue or damage. However, the labels were easily removed in the store and customers were price-switching labels. This resulted in significant revenue loss for the Customer.

Avery Dennison Solution:

The Monarch Supplies Doctors were called upon to help design a solution to provide a tamperproof removable label. A visit to the store location and discussions with store managers and employees created a list of "wants". It was determined that a smaller label would help ensure maximum adherence to the odd shape and small items that make up much of their merchandise. This would help facilitate the effectiveness of any security cut design and prevent labels from lifting at the edge and falling off. A number of security cut styles were tested, but none were effective with the removable paper product, so a synthetic solution



was created. Although synthetic films are much more durable than paper, when a cut is initiated at the edge, they will tear apart with little or no resistance. It was further determined 45 degree cuts at each corner and along each edge provided a failure point regardless of what angle label removal was attempted.

Our first proposal with standard synthetic was very successful, but the much higher cost of synthetic held the Customer at bay. Once again, the Monarch Supplies Doctors were challenged to find a lower cost solution. A new low cost synthetic face was discovered which provided the desired performance and put the cost within reasonable reach of the paper base supply.

The Customer as very pleased with the end result and has changed ALL their labels, item pricing as well as clearance labels, to the new material and design.

Security and shrinkage are issues facing most retailers today. Because Avery Dennison has experienced, in-house supplies engineers, we can build a solution that will address the unique needs of our retail customers. Avery Dennison's solutions can

help increase profitability by decreasing loss through price switching and in-store shrink.

For more information on how the Monarch Supplies Doctor can help with your toughest label applications, call us at 800.543.6650 prompt 5. Ask for a free analysis of your business processes.

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