

Avery Dennison Case Study

Monarch®
Products and Services

Department Store Saves \$332,000 in Apparel Markdown Labor Costs!

Business Challenge: To designate a markdown, this Retailer placed a slash on the tag with a marker. Several colors were used, however all colors represented a 40% discount. The color was for "internal use only", and helped associates rotate product through the clearance cycle.

But how much did it help the associates? The 9 step process included finding the item from the description on a report; scanning the barcode with a PDA; manually verifying the item by comparing the SKU on the tag to the SKU on the PDA display. The PDA displayed the correct color to use on the tag and looking back and forth from tag to PDA was inherent to the process.

Not only was this process cumbersome and error intensive (associates had to keep switching from the PDA to the marker and they would lose their place when they would have to look from the PDA to the tag) it was also a nightmare for the customers. What did the different colors mean? Since the final price did not appear on the tag, the customer had no visibility as to how much they were spending. The Retailer felt the customer was getting frustrated and not buying.



Avery Dennison Solution:

The Monarch® Pathfinder® Ultra® Platinum™ printer **eliminated manual matching and ensured the correct item was marked down.** The device was especially helpful when marking down single items on a clearance rack.

Each item could be scanned without looking away and if a markdown item was "found", a label automatically printed. By placing the final price on the item, customers were able to keep a tally of what they were spending and were more likely to buy additional items.

Using the Ultra Platinum reduced the process steps from 9 to 4 and netted the Retailer \$332,000 in labor savings.

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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