

Avery Dennison Case Study

Monarch®
Products and Services

Major Retailer Achieved \$10M in Labor Savings and 18% Improved Pricing Accuracy Using Avery Dennison Solutions!

Business Challenge: This 600 store retailer performs thousands of markdowns each week. Inconsistent markdown methods were utilized from store to store, including red pen, multiple colored pens and three piece - scanner, printer & cart solution. This Retailer was looking for ways to streamline markdowns and decrease the cost associated with their markdown process.

Probranding Analysis Results: The Retailer took advantage of Avery Dennison's no charge process analysis program called Probranding.

The Probranding analysis uncovered the fact that on average, markdowns were completed in **34 hours each week per store** and **labor cost was well over \$15M annually**. Additionally, the **pricing error rate was 25%** across the chain.

Stores utilizing the three piece scanner, printer and cart system were slowed down by obstacles inherent to this solution. Examples include:

- Syncing the scanner and printer's IP address
- Organizing and sorting items into groups of like product
- Applying labels to fingers and arms before applying to the article
- Walking to the cart to retrieve labels, etc.



Avery Dennison Solution: The Monarch® Pathfinder® Ultra® Platinum™ printer.

Here's How it Works. The one step scan, print and apply method distinctive to the Monarch Pathfinder Ultra Platinum streamlined the retailer's markdown process, translating to **over \$10M in labor savings**. Additionally, **pricing accuracy improved 18%** across the chain. Other benefits include:

- Reduced training time
- Less time spent hunting for equipment
- One battery
- Performs additional applications including transfers, price audits and replacement tags.

After being presented with a very favorable ROI, the Retailer implemented the Monarch Pathfinder Ultra Platinum for markdowns at all of their stores.

For more information on how you can integrate the Monarch Pathfinder Ultra Platinum solution into your store operations, please contact Avery Dennison at 800.543.6650, prompt 5.

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