

Avery Dennison Case Study

Monarch®
Products and Services

300 Store Specialty Retailer Saves \$4 Million in Sign Printing Labor Savings!

Business Challenge:

Promotional signs for this retailer's Sunday ad were printed in batch in the back room. After the signs were printed, they were separated, sorted, organized and sorted again. During the ad set, signs were manually matched to the product on the sales floor. Signs were often missing, which required walks to the back room to create and print replacement signs. Additionally, the batch included signs for products not carried at all the stores.

This method required **redundant handling of signs** before the ad set process could even begin. In an attempt to prevent the replacement process, many extra signs were printed. However, signs were still frequently missing. **The replacement sign process created bottlenecks at the printer in the back room and required the associate to walk back and forth to retrieve signs.** When the associate returned to the selling floor he or she had to find the product and verify a product match for the second time. **Because so many unneeded signs were printed, sign waste was in excess of 30%!**



Avery Dennison Solution:

This retailer implemented a mobile, on-demand sign printing solution enabling them to print signs one at a time, at the point of sale. The solution includes a battery powered Monarch® Mobile Work Station (MWS) equipped with a laser printer for large signs and a thermal printer for smaller signs. When a barcode is scanned, the application finds the sign in the file and automatically sends a print command to the proper printer. The process requires no "decisions" by the associate and ensures proper sign placement.

The retailer found that they could save over 421,200 labor hours per year, translating into

\$4 million each year by using this improved process, using the Monarch MWS.

For more information on how you can integrate this sign printing solution into your store operations, please contact us at 800.543.6650, prompt 5.

Avery Dennison Printer Systems Division
170 Monarch Lane Miamisburg, OH 45342
1.800.865.6650 prompt 5 Fax 1.937.865.2554

