

# Avery Dennison Case Study

**Monarch®**  
Products and Services

## Private Brand Kitchen Product Retailer Saves \$540,000 in Labor Costs in their Shelf Tag Application!

**Business Challenge:** When prices changed, shelf tags for this Retailer were printed on laser sheets and cut into strips at the distribution center. The strips were then mailed to the stores. Upon receipt, store associates located the items from the descriptions on the shelf tags, cut the individual tags from the strips with a scissors and hung the tags. Any missing tags were produced in the back room using a tag-making application loaded in a PC.

With this process the manual matching was time-consuming and error-intensive and the associates spent a great deal of time cutting the shelf tags with scissors. Missing tags required a back-up in-store tag printing application which took the associates off the floor and delayed pricing.



### Avery Dennison Solution:

With the Monarch® Pathfinder® Ultra® Platinum™ printer, store associates can scan a barcode on the existing shelf tag or product and print a new shelf tag right on the sales floor, at the product location, one at a time.

By using the Ultra Platinum printer the Retailer was able to save time and money by eliminating the distribution center function as well as the backroom replacement tag function in the store.

**The new process eliminated 18 steps from the shelf labeling process for this retailer (from 26 to 8), produced \$540,000 in labor savings and saved the Retailer 48,039 hours annually.**

Additionally, associates were more available to help customers and perform other sales-generating tasks.

**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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