

# Avery Dennison Success Story

**Monarch**  
Products and Services

## Stride Rite Footwear Improves Productivity by Nearly 300 Percent!

THE  
**STRIDE RITE**<sup>®</sup>  
CORPORATION

### Business Challenge: Stride Rite Footwear

At Stride Rite Distribution Centers (DCs), compliance labeling is a major undertaking. The retail stores that sell Stride Rite shoes all have their own requirements for how they would like the shoes labeled when they receive them and most retailers require their own custom labels. These labels could include such variables as store logos, barcodes that coincide with the store's database or different label colors for each size within a style lot.

In the past, all of these compliance labels were obtained in one of two ways: A printer in the back room would print batches of compliance labels or Stride Rite would order a shipment of pre-printed labels. A worker would then carry strips of labels to the DC's rework area and begin the tedious process of manually matching the labels to the boxes.

That process was not only very labor intensive but also inherently error-prone. The necessity to switch from one label format to another or shift focus from the boxes in order to peel labels creates an opportunity for mistakes. In order to avoid errors, employees must carefully double check the labels against the shoeboxes which slows the progress even further.

### Avery Dennison's Solution:

While conducting an onsite process analysis called "Fastrax", Avery Dennison's efficiency experts identified ways in which Stride Rite could improve productivity and save money.

Avery Dennison's findings included a recommendation to integrate on-the-spot printing right where the labels are needed. The tool they proposed was the Monarch® Pathfinder® Ultra Platinum Printer.



By adopting the Monarch Pathfinder Ultra Platinum Printer, Avery Dennison's handheld one-piece scan, print and apply solution, Stride Rite has been able to increase its productivity by nearly 300 percent!

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Because the Ultra Platinum printer allows employees to scan a shoebox, automatically produce the correct compliance label, and instantly apply it in one smooth motion, they have gone from labeling 70 boxes per hour to 198 per hour. That's 282% more boxes labeled in the same amount of time!

**According to Don Wright, Stride Rite's Remote Systems IT Manager, "We are really seeing an increase in productivity and accuracy. Our employees are labeling almost three times as many boxes in the same amount of time and with fewer mistakes."**



Stride Rite has successfully loaded 35 of their customers' formats on the Ultra Platinum and truly improved the process and production time associated with compliance labeling.

## Avery Dennison Can Help Improve Your Processes

We can help you achieve optimum productivity with a Fastrax analysis.

Fastrax is a **free consultative service** provided to our retail supply chain customers. Our experts examine each step of your process and work with you to develop innovative solutions – complete with an ROI.

With a Fastrax analysis, we can help you discover process improvements that increase productivity as well as save time and money.

**Call today at 1.800.543.6650 prompt 5 to schedule your free Fastrax analysis.**

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