

# Monarch® No-Mar™ Advanced™ Labeling System

**Monarch®**  
Products and Services

## Improved Durability

Scratched or smudged labels create costly consequences for suppliers. Bad scans disrupt the supply chain and slow the stream of merchandise to the selling floor. Expensive fines are levied by retailers for unsuccessful scan attempts.

Repetitive scan failures create confidence loss between retailers and their suppliers. Don't let this happen to you. Get the Monarch® No-Mar™ Advanced™ Labeling System!

### The Perfect Fit

The Monarch® No-Mar™ Advanced™ Labeling System is the perfect fit when:

- Contact with metal surfaces such as conveyors or truck walls can cause scratching
- Packages are shipped internationally where they may have more exposure to moisture
- Long lived, infrequently changed labels need to look indistinguishable from new labels
- On-demand peel mode operations are required in hot, humid environments

### Challenging Environments

Traditional label systems are vulnerable to contact with foreign



objects resulting in dark marks, resembling ribbon smudges. Common everyday items that shipping cartons come in contact with like truck or building walls, cargo planes, conveyor rails, paper clips or even fingernails can produce unreadable bar codes.

Because non-scans affect their supply chain, causing increased operating costs and lost sales, many retailers have aggressive charge-back programs for suppliers not meeting their labeling standard requirements. These fines can be significant and affect your bottom line.

### Quality Guaranteed

The Monarch No-Mar Advanced Labeling System is unequaled in the industry and is backed by Avery Dennison's promise of quality and reliability.



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## Expert Design

Avery Dennison's dedication to manufacturing innovative, superior supplies was responsible for the inception of the original No-Mar™ labeling system and its' latest counterpart, the No-Mar™ Advanced™ labeling system!

The original No-Mar™ labeling system is a customer favorite for



helping prevent charge-backs with its' unmatched scratch resistance over standard thermal transfer labels. Our expert engineers, chemists, laboratory technicians and product developers, the "Supplies Doctors" have focused their efforts on the development of a compliance labeling system that will withstand even more demanding environments.

The No-Mar™ Advanced™ Labeling System has unparalleled scratch resistance, plus greater smudge and moisture resistance!

## Reduce Chargeback Costs

The cost of non-scanning labels can be significant! A package with a bad label must be processed manually, adding additional labor costs. Delayed



shipments result in additional shipping costs and out-of-stocks. Some retailers report costs of \$100,000/year just to rework packages with bad labels and many are directing those costs back to the suppliers in the form of charge-backs.

The No-Mar™ Advanced™ Labeling System combines our exclusive enhanced materials formulation and manufacturing process to deliver smudge-proof, scuff-proof, high print quality and moisture resistant labels suitable for exposure to high friction and humidity.

Whatever your shipping environment is, we have the product to meet your needs or our experienced "Supplies Doctors" can develop a custom-solution for you in our well-equipped Supplies Technology Laboratory.



## Applications at a Glance

- Compliance Labeling
- International Shipping
- Tough Environments
- On-Demand, Peel Mode in Hot, Humid Environments

## Supplies Doctors

We want your most challenging thermal label or tag problem!

Just call or e-mail us at [dmail@averydennison.com](mailto:dmail@averydennison.com) to set up a consultation with the Supplies Doctors and get a **free diagnosis!**

The Avery Dennison Supplies Doctors have been diagnosing labeling and tagging problems for over 100 years. We work with our customers to develop new, cost-efficient and innovative solutions!

**Monarch® Supplies:** For smooth and reliable performance, only Monarch supplies are recommended for use with Monarch printers. Our labels scan virtually 100% of the time, cutting wasted rescanning and labeling time.

**Monarch® Service:** Every Monarch printer is fully supported by Monarch Service, the largest network of experienced, full-time bar code and RFID technicians in the industry.

## Avery Dennison Printer Systems Division

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