

Monarch® Mobile Markdown Solutions from Avery Dennison

Monarch®
Products and Services

Take the Printer To the Product And Save Time and Money!

Taking the printer to the product **eliminates walk times, double handling and pricing errors.** For markdown mobility, check out Avery Dennison's offering of portable solutions for retail - *specifically designed to streamline the markdown process and cut labor hours.* With a mobile markdown solution from Avery Dennison, your employees will increase the time they spend helping customers – **and that's the bottom line!**



Monarch® Pathfinder® Ultra® Platinum™ Printer

This markdown tool is a one piece scanner, data collector and label printer in one device. The scan, print and apply motion takes three seconds less to complete. That adds up to major labor savings

when compared to manual methods or two piece scanner / printer solutions for markdowns.

Boost Productivity with the Monarch Pathfinder Ultra Platinum printer

- 50% more efficient than manual "red pen" method
- 37% more efficient than two piece scanner/ printer
- Improve pricing accuracy
- Eliminates manual matching
- Correct price prints automatically



Monarch® Sierra Sport2™ Printer

This printer stands up to your most laborious markdown activity. Designed for speed, ease of use and label clarity, the Sierra Sport2 reduces markdown process time and ensures pricing accuracy. The Sierra

Sport2 prints markdowns labels in variable sizes from .5 to 2 inches wide.



Monarch® Sierra Sport3™ Printer

Streamline your markdown task with the ruggedly designed Monarch® Sierra Sport3™ portable printer from Avery Dennison. Its 3" printing capability and small footprint provides an effective and flexible solution for

all markdown and other ins-store applications requirements.

Benefits of the Monarch Sierra Sport Printers for Markdowns

- Eliminate process steps
- Print on-demand, at the product
- Eliminate sorting sheets of labels
- Eliminate manual verification
- Improve efficiency
- Eliminate walks to the back room
- Improve customer satisfaction
- Associates available to help
- Improve pricing accuracy
- Eliminate pricing mis-matches and embarrassment at the POS
- Improve customer confidence / retention

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



Monarch® Mobile Markdown Solutions from Avery Dennison

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Monarch® Markdown Supplies Solutions

Maximize your markdown efforts with markdown label solutions from Avery Dennison. Clear crisp markdown labels project a definitive message to the shopper and enhance the look of the product or shelf. Additionally, tamper evident label solutions prevent price switching and in-store shrink. Labels are available in paper or synthetic materials, permanent removeable, or ultra removable adhesives and in colors or full tint fluorescents. Avery Dennison manufacturers markdown labels for Monarch® printers and non-Monarch brands.

Shelf Labels for Markdowns

- Print on-demand, at the product
- Eliminate steps
- Eliminate manual verification
- Improve pricing accuracy



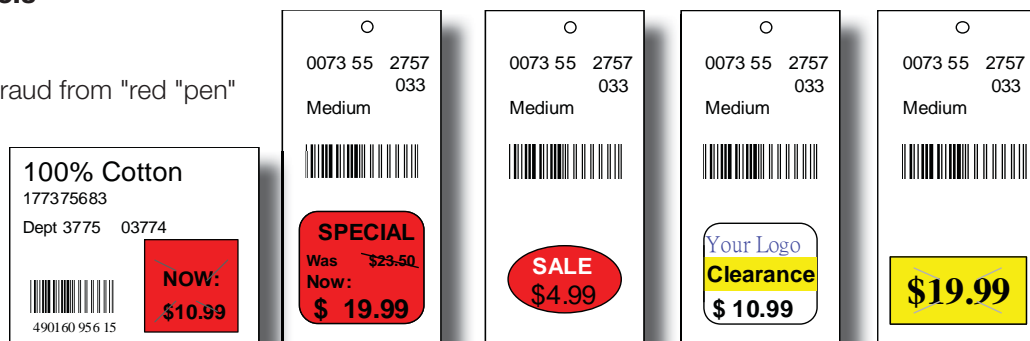
Tamper Evident Markdown Labels

- Print on-demand, at the product
- Eliminate steps
- Eliminate manual verification
- Improve pricing accuracy



Traditional Markdown Labels

- Eliminate pricing confusion
- Avoid legibility issues and fraud from "red pen" method
- Improve overall look of markdown area
- Improve customer satisfaction and increase sales



Which Monarch Mobile Markdown Solution Right for You?

We'll help you figure it out with our **free**, exclusive diagnostic analysis called Probranding.

Here's how it works: Our consultants examine each step of your in-store operations – complete with a stop watch. Then we go to work developing innovative solutions to *streamline your process and reduce your costs* - complete with a strong ROI! Process improvements that increase productivity combined with brand reinforcement that enhances your company's image: **That's Probranding!**

For a free Probranding analysis, call Avery Dennison today at 800.543.6650, prompt 5. We can help you find out which Monarch Mobile Markdown Solution is right for you!

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170 Monarch Lane Miamisburg, OH 45342

1.800.543.6650 Monday-Friday, 8 AM–6:30 PM ET www.monarch.com

