

Monarch® On-Demand Replacement Tag and Label Solutions from Avery Dennison

Monarch®
Products and Services

Improve Your Image and Increase Accuracy

Handwritten tags can convey a distinct negative message to the shopper, sometimes making the item less desirable. A crisp, printed tag lets the customer know your merchandise is worth their time and money!

Avery Dennison's comprehensive offering of in-store tag and label replacement solutions equalizes the "look and feel" of re-ticketed merchandise in your store. We can help you:

- Simplify your replacement tag process
- Re-ticket your items immediately
- Keep your products on the shelf, available to sell.
- Improve the desirability of the product in your customer's mind
- Eliminate illegibility



Because on-demand replacement tags are faster and easier than hand-writing tags, your employees can spend more time assisting your customers, increasing customer satisfaction and loyalty.

Automating the replacement tag process helps tighten pricing controls which increases sales and profits.

Inventory is tracked more efficiently; you'll know when it's time to restock.

One Challenge Many Solutions

The benefits of on-demand replacement tag printing are certain and quantifiable. Avery Dennison has an on-demand replacement tag printing solution that is sure to fit your needs.

Benefits of Printing Replacement Tags and Labels On Demand - At the Product

Printed replacement tags reduce unnecessary discounting or "sweethearting" for illegible handwriting on the tag, improving pricing accuracy and saving you money.

Monarch® Pathfinder® Ultra® Platinum™ Printer

A one-piece scanner, data collector and tag and label printer, it combines the speed and efficiency of a

one-piece solution with the latest Windows CE and scanning technology to maximize effectiveness. The Monarch Ultra Platinum prints tags and labels up to 2" side and is ideal for re-ticketing and numerous other in-store applications.



Avery Dennison Printer Systems Division

170 Monarch Lane Miamisburg, OH 45342

1.800.865.6650 prompt 5 Fax 1.937.865.2554



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Monarch® Sierra Sport2™ Portable Printer

Small and sturdy, this little printer **stands up to your most labor-intensive tagging and printing activities.**

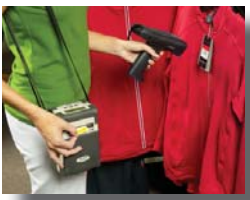
Designed for speed and label clarity, The Sierra Sport2 **reduces process time and ensures pricing accuracy.** It prints tags and labels in variable sizes from .5" to 2" wide.



Monarch® Sierra Sport3™ Portable Printer

Streamline your re-ticketing and replacement labeling tasks with this ruggedly designed portable printer. Its 3" printing capacity, small footprint and fanfold supply capability provide an effective and

flexible solution. Achieve maximum re-ticketing



effectiveness with the Sierra Sport3 printer from Avery Dennison.

Monarch® 9416™XL Desktop Printer

The Monarch 9416XL printer is available in thermal direct or thermal transfer models and is a rugged printer generating barcoded labels and tags up to 4" wide. The easy-to-load clamshell design makes supply changes effortless.

The Monarch 9416 is small on size and big on memory. More memory means faster printing and increased efficiency. This printer is a sure way to improve re-ticketing productivity, pricing accuracy and process flexibility.



Monarch® 9855™ Tabletop Barcode Printer and Monarch® Mobile Work Stations™

Enjoy the flexibility of printing replacement tags at the product, in the back room or at the POS with this mobile tabletop printing solution from Avery Dennison. No more hand writing or waiting for replacement tags from a third party.. Simply push the mobile work station



Monarch® Mobile Work Station with Monarch® 9855™ Tabletop Printer

and printer to the desired area, scan a barcode or input a UPC and print the tag or label on the spot. It's that easy!

Which Monarch On-Demand Replacement Tag and Label 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 On-Demand Replacement Tag and Label Solution is right for you!

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170 Monarch Lane Miami, OH 45342

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

