

Monarch® On-Demand Shelf Labeling Solutions from Avery Dennison

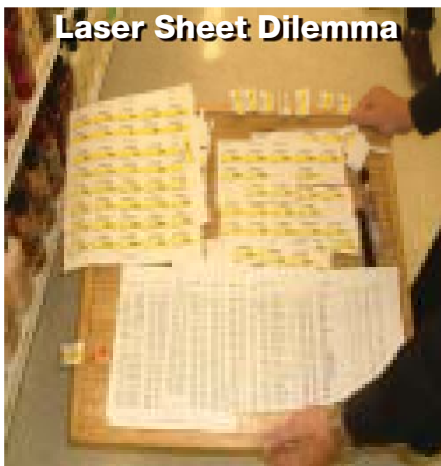
Monarch®
Products and Services

Improve Efficiency and Reduce Costs

Avery Dennison mobile printing solutions improve efficiency and cost less than alternative methods for shelf labeling - AND they produce an amazing payback!

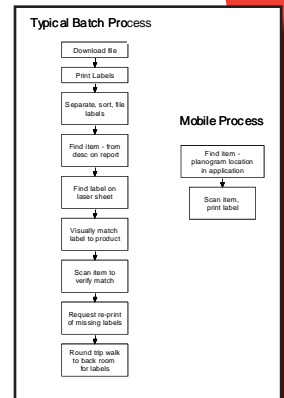
Print Shelf Labels On Demand - At the Product

- Eliminate pricing errors - automatic product verification
- Eliminate walks to the back room - labels print at the product
- Simplify process, reduce labor - no sheets to sort & organize
- Eliminate waste - labels print one at a time
- Reduce cost - no toner to replace, no "hidden costs".
- Improve customer satisfaction - associates available to help.



Portable Printers Reduce Process Steps

With this simple flow chart comparison, you can see the reduction in process steps, handoffs, walk times and redundancy.



FACT: Printing the correct label on the spot saves time, eliminates waste and is more accurate than other methods.

This spreadsheet shows labor savings (return) of \$6.1M using a portable printer process vs. laser for an actual retailer doing price changes in 300 stores.

	47	Seconds saved / item w/portable printer
x	3,000	Shelf label changes per week, per store
=	141,000	Total seconds saved per week, per store
60/60	39	Hours saved per week, per store
x	52	Weeks
=	2,028	Hours saved annually, per store
x	300	Stores
=	608,400	Hours saved annually
x	\$10	Wage
=	\$6,084,000	Annual labor savings

Payback in this case was only 1.2 months!!

How Can That Be? Because changing shelf labels with a portable printer is just that much more efficient!

One Challenge - Many Solutions

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

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Monarch® Sierra Sport2™ Portable Printer for Shelf Labeling

Small and sturdy, this little printer stands up to your most labor-intensive labeling activities. Designed for speed and label clarity, The Sierra Sport2 reduces process time and ensures pricing accuracy.



Monarch® Sierra Sport2™ Portable Printer

Monarch® Sierra Sport3™ Portable Printer for Shelf Labeling and Signage

Streamline your shelf labeling and signage tasks with this ruggedly designed portable printer. Its 3" printing capacity, small footprint and fanfold supply capability provide an



Monarch® Sierra Sport3™ Portable

effective and flexible solution. Perform multiple pricing functions in one walk down the aisle!

Monarch® 9416™ Desktop Printer for Shelf Labeling and Signage

The Monarch 9416 printer is a versatile, rugged printer for shelf labels, shelf tags and signs up to 4" wide. The easy-to-load clamshell design makes supply changes nearly effortless.

While the Monarch 9416 is small in size, it's big on memory! More memory means faster printing and increased efficiency. The Monarch 9416 printer is a sure way to improve shelf labeling productivity, pricing accuracy and flexibility.



Monarch® 9416™ Desktop Printer

Monarch® Mobile Work Stations™

Enjoy the flexibility of printing shelf strips in the store, at the shelf with a mobile tabletop printer solution from Avery Dennison! No more ordering, waiting and replacing shelf strips from a third party. And with this mobile solution, there is no separating and organizing volumes of strips. Simply push the mobile



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

work station and printer to the floor, scan a barcode or input a shelf code and print the variable shelf detail on the spot. It's that easy!

Which Monarch On-Demand Shelf Labeling 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 Solution is right for you!

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