

Case Study: Apparel Retailer In-Store Markdowns

THE CHALLENGE

An apparel retailer with 140 locations was using Monarch® Handheld labelers for price markdowns and was looking for a faster, modern alternative. The clothing chain's employees were already using smart devices, so the Avery Dennison Monarch® Pathfinder® 6140 was the perfect solution for their needs.

THE SOLUTION

Removing the "Pain" of Markdowns

"If you talk to any retail employee, the markdown process is probably their biggest pain," said sales representative Angela Fisher. "The Pathfinder 6140 is much more efficient than the click and stick," Fisher said. "You can easily miss-mark something the old way but when you have a smart device paired with the Pathfinder there are no inaccuracies during the markdown process.

"With our unit, you scan an item and if it's supposed to be marked down, it dispenses a label. It's quick and there's no going back over it. It's dummy-proofed, if you will. There isn't much thought involved and that was a big selling point as well."

The 6140 also reduces the time it takes to do markdowns so associates have more time to spend with the customers. It enables employees to be more customer-facing and work on sales."

Standardization Across Chain

Not only does the Pathfinder 6140 reduce markdown time, but it also helped with the customer's standardization across chain.

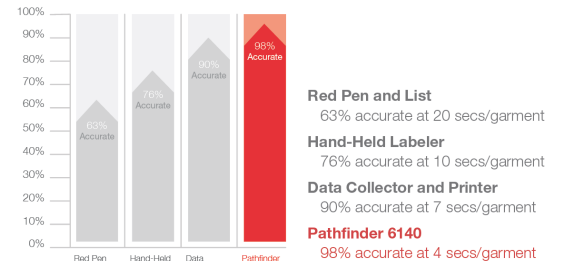
"Different employees might be doing markdowns differently," Fisher said. "By implementing this solution all of the stores are going to get their own data files. It's basically the same process. They were also trying to get the markdowns all started at a certain time in the morning before their store actually opens."

ROI

While it is too early in the process to fully gauge the impact of using the Pathfinder 6140 in all 140 locations, there is a favorable projected return on investment. An ROI calculator showed anticipated savings of \$489,000 a year with a payback estimated at six-and-a-half months. Those results prompted the customer to explore other possible applications for the 6140 such as using it for inventory or in their warehouse.



Markdown accuracy percentage per markdown device
Internal study using 500 scanned garments



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WHY AVERY DENNISON

Our integrated pricing solutions are designed to create peace of mind when it comes to the customer's "moment of truth," while reducing the complexity and time spent on promotional marking for greater efficiency, accuracy and increased margins.

Avery Dennison Printer Solutions is committed to providing customers with innovative and sustainable printer and labeler products and supplies that accelerate supply chain performance, increase productivity, and elevate the consumer experience.

With a strong global presence, we are adept at responding to the unique requirements of businesses no matter what they do or where they are. From price management solutions to stock and custom barcode labeling solutions to trustworthy service and support; we are a true partner delivering comprehensive, scalable, and reliable solutions that solve business problems and improve business processes. Our innovations are rooted in efficiency, utility and sustainability so our solutions are agents of change working inside major worldwide brands.

ELEVATING BRANDS. ACCELERATING PERFORMANCE.

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Innovative, intelligent and sustainable labeling and printing solutions that accelerate supply chain performance, increase productivity and elevate the consumer experience.

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