

Case Study: Retail Outlet In-Store Tagging

OVERVIEW

Since 2000, a privately-owned retail outlet for clothing, novelties and souvenirs in Iowa, and a long-time Avery Dennison customer, was using the Monarch® 1730 printer and Avery Dennison tags to keep an accurate cycle count of products.

Being a smaller operation, this process for in-store ticketing still worked well for the customer but outside forces dictated it was time for a change. The outlet's tags had become obsolete and replacement parts for the Monarch 1730 printer had become more difficult to locate. The customer was looking for a reliable replacement with a small footprint had tag capability and offline operation.

Avery Dennison sales representative Teresa Williams suggested the Avery Dennison® Monarch® 9419 desktop printer with an optional keyboard, external supply rewind. This solution provided the retail outlet with the flexibility to use either offline formats or to print online with a database.



EASY TRANSITION

"Because of the offline requirement and since the operation was small, both financially and physically, I felt confident the 9419 was a solid recommendation," Williams said.

"They also order custom tags from us, so it was easy to transfer their old format to the 9419 tags," Williams continued. "They told me they would occasionally hand write on the tag, so we created a variable line in the custom format which would save the customer some time in their tagging process."

SMALL FOOTPRINT, BIG FUNCTIONALITY

The Monarch 9419 is a desktop unit with a space-saving design but it has the full functionality of a tabletop printer. It comes pre-loaded with popular label formats for price tags, shelf labels and shipping labels, or users can download preferred formats from other sources.

WHY AVERY DENNISON

As a leader in state-of-the-art and sustainable printer and labeling solutions, our range of industry-leading products enables you to increase speed, accuracy, and productivity in your supply chain. Avery Dennison Printer Solutions partners with businesses in food, retail, industrial, and a variety of manufacturing industries, helping them reduce waste, amp up productivity, and deliver vital and/or branded information to the consumer's attention.

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