

Case Study: JNJ Apparel Multi-Use Labeling Solution

OVERVIEW

Shipping large orders with multiple recipients is a big focus for JNJ Apparel, which provides screen printing, advertising specialty products and embroidery for universities, fraternities, sororities and other college collegiate groups. When the company expanded its operation in late 2016, management was looking for a faster, more efficient way to label orders and perform other printing applications. This led JNJ Apparel to the Avery Dennison® Monarch® Tabletop Printer 1 (ADTP™1), now in use in its production facility in Tuscaloosa, Alabama.

EASY TO USE

"I'm the primary user," said Kevin Bunte of JNJ Apparel. "It was very simple to learn how to use the printer. It took me 10 or 15 minutes of messing around with the software and I was able to get everything lined up exactly how I wanted it. I found out how to easily customize it for every single order. It's been really helpful."

Before implementation of the ADTP1, JNJ Apparel was using an outmoded method to label orders. It was time consuming and cost-prohibitive.

"Prior to this, the information was in Microsoft Word® and we printed box labels out on label paper," Bunte said. "That was more than a headache because it wasn't designed for that."

"It's a very durable machine and it's very user-friendly," Bunte continued. "It's easily accessible to reload labels and ribbons and the programmability is very good. The software is very nice and intuitive. If you spend a little bit of time getting familiar with it, it's very quick and easy to use."

FLEXIBLE PRINTING

"We're using the ADTP1 for individualized labels for the shirts we polybag and send out to various organizations," Bunte explained. "We're able to put everyone's name, size and style of shirt on the bags as we send them out. That way they know the size and style without tearing open the bag. We also label the boxes."

"I use it pretty much every day," Bunte continued, "but it's more during the school year, which is our busy season. We've got orders coming in from many campus organizations and they all get custom labels on them. I could print as many as 3,000 labels a day depending on how busy we are."

"Everything prints out true to what it looks like on the image," Bunte continued. "I can pretty much put in 6,000 tags, set this thing and walk away and forget it. It just feeds and feeds and feeds and I've never had any issues with it jamming or anything like that." Having the ability to use the ADTP1 for various purposes has been quite a timesaver."



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BUILT FOR EFFICIENCY

For companies like JNJ Apparel, the ADTP1 is an effective machine solution for moving merchandise quickly and accurately through the supply chain. The sturdy workhorse accelerates bar code and RFID label and tag printing, encoding, verification, cutting and stacking.

The ADPT1 has state-of-the-art connectivity. It offers super-fast print speeds up to 12 ips and an industry-leading non-stop RFID encoding and verification at 8 ips and reduces the possibility of printing unreadable bar codes.

For more information, visit our website at averydennison.com/monarch



WHY AVERY DENNISON

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

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