

Avery Dennison® Monarch® 1151® and 1152® Handheld Labelers

PROMOTIONAL PRICE MANAGEMENT

Studies show customers make 65% of retail decisions impulsively. The Avery Dennison® Monarch® 1151® and 1152® handheld labelers are ideal for larger merchandise, impulse items and promotional goods so customers can make purchase decisions quickly and easily.

Variety of Label Options

Choose from attention-grabbing labels, including serrated edges and preprinted promotional messages. Print underscore cents and multiple pricing when there's a two-for-one price and unit pricing such as "each".

Easy-to-Read Labels Improve Checkout Accuracy

Print is clear and easy to read so there are no questions about pricing at checkout.

THEFT DETERRENCE AND RECOVERY

Using our Theft Deterrent and Theft Recovery Labels with Monarch handheld labelers allows you to label high-theft merchandise with unique brand and store information and track back to its original source.

Specialty adhesives deter product theft and resale, while variable store label information facilitates merchandise recovery if stolen.

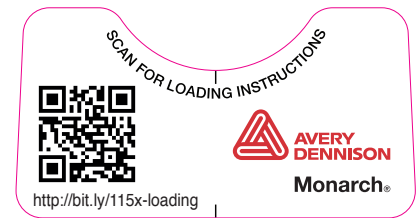
Stolen goods are only valuable if they're in pristine condition. Any attempt to remove your label will make merchandise undesirable for resale, as attempts will result in package breakage or unsightly black adhesive residue. If merchandise is retrieved during an investigation, labeled goods will help recoup the cost of lost goods, and may increase your chance of prosecution.

ABOUT MONARCH LABELERS

- Red "touchpoints" are incorporated throughout the labelers to help guide the user through important tasks such as loading, clearing jams and removing the ink rollers
- Instructional videos are easily accessed by scanning the QR code conveniently located on the labeler
- Most labelers take about 75% less time to load labels and roughly 97% less time to change ink rollers than other similar labelers on the market
- Made in the USA from practically indestructible ABS plastic and drop tested to ensure they'll last for decades
- All of our labelers are covered by a one-year warranty and we also offer 48-hour turnaround repairs on all labelers

ELEVATING BRANDS. ACCELERATING PERFORMANCE.

For more information call: 800.543.6650, prompt 5 or email: shopmonarch@averydennison.com



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

Avery Dennison® Monarch® 1151® and 1152® Handheld Labelers

SPECIFICATIONS

OPERATING METHOD

Squeeze, release and apply

INKING METHOD

Disposable porous roller

WEIGHT

Monarch 1151: 18.3 oz (518g)
Monarch 1152: 19.1 oz. (541g)
When loaded with one roll of labels

FEED DIRECTION

Portrait (vertical)

PRINT DIRECTION

Landscape (horizontal)

LINES OF PRINT

Monarch 1151: One
Monarch 1152: Two

MAX. BANDS PER PRINTHEAD

Monarch 1151: Seven
Monarch 1152: Twelve (top), seven (bottom)

CHARACTER HEIGHT

8mm

LABEL DIMENSIONS

1.0" (250mm) x 1.22" (31.0mm)

NUMBER OF LABELS PER ROLL

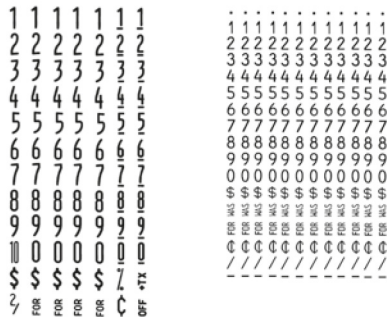
1,000

NUMBER OF ROLLS PER SLEEVE

Six

LIMITED WRITTEN WARRANTY

One year



SERVICE

The Monarch 1151 and 1152 handheld labelers are backed by the best service organization in the industry. This includes 24-hour turnaround repair and your guarantee of 100% satisfaction. Discover for yourself how these quality labelers will help you complete your necessary marking tasks easily and efficiently.

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**Accelerating supply chain
performance and elevating
the consumer experience.**