

Avery Dennison
Identification Solutions

Freshmarx
Intelligent Food Industry Solutions

Freshmarx[®] Handheld Labeling Solutions

Made Possible
by Avery Dennison

Increase Productivity
Enables greater food
safety compliance
Eliminate Confusion
Increase Customer
Satisfaction



www.freshmarx.com

Eliminate the need to hand write dates and ingredients by choosing a Monarch® Handheld Labeler that clearly and efficiently prints your required information.

Be ready for health inspectors and stay in compliance by quickly date coding and identifying food in your supply chain.

The Right Adhesive for the Job

Avery Dennison has a wide range of label material and adhesive combinations to fit your application. Choose from standard construction to labels suitable for extremes of temperatures and levels of durability.

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.

Service

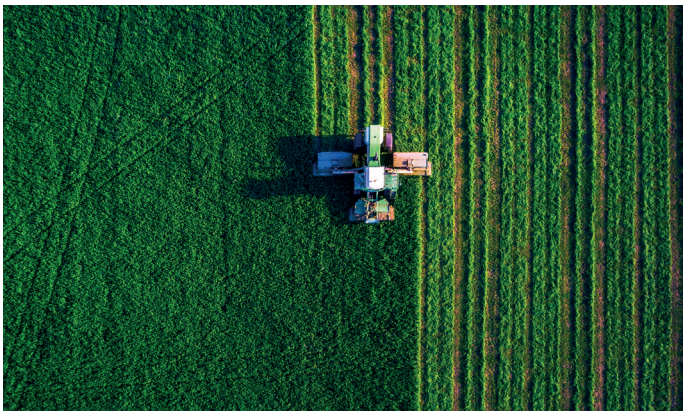
All Monarch handheld labelers are backed by the best service organization in the industry. This includes 48-hour turnaround repair and your guarantee of 100% satisfaction. Discover for yourself how these quality labelers will help you complete your necessary marking tasks easily and efficiently.



Label anywhere

The Avery Dennison Monarch Freshmarx handheld labeler is a mechanical labeler that provides the convenience of mobile printing. Print labels in any environment throughout the food supply chain,

from farm all the way to the restaurant/grocery store. Printing on the go allows your operations to boost productivity as you'll be able to quickly apply identification at the time of pick, pack or put away.



Legibility is the key

Expand your traceability with clean, clear and concise labeling. In today's food supply chain environment, brands and suppliers are constantly looking for solutions to ensure food traceability. Handheld labelers and labels are a good choice when you need to track:

- Lot codes
- PLU codes
- Country of Origin / Field Location
- Prep/pull dates and times
- Product rotation
- Ingredients

The Monarch labelers provide increased legibility over handwritten solutions. Food labels should be easy to read, clear and concise, and the hand held labeler does that in one easy step.



These labelers have one thing in common - they will save you money!

Find it on page	8	10	7	16	12	14	17	22	21	23	18	18	18	20	20	20	20	24
	1-Line			2-Line					Promotional				Message				3-Line	
Maximum Characters/Line																		
Top				6	8	8	10	12					12			1*	12	12
Middle										7		7		1*	1*		1*	12
Bottom	8	8	6	6	8	8	10	12	5		7		7					12
Messaging and Food Rotation Labeling										•				X	X	X	X	
Ingredient Labeling										•				X	X	X	X	
Made, Ready and Discard																		X
Lot Coding	X	X	X	X	X	X	X	X										X
Large Print (larger than 5mm)									X	X	X	X	X	X	X	X	X	
Date Coding	X	X	•	X	X	X	X	X					X					X
Time Coding	X	X	•	X	•	X	•	X					•				•	•
PLU Code	X	X	X	X	X	X	X	X	X		X	X	X					X
SKU Code/Vendor Code	X	X	X	X	X	X	X	X	X		•	•	X					X
Alpha Characters	•	•	•	•	•	X	•	•					•				•	X
Part-Gum Labels					X			X			X		X				X	X
Peel-Off "Piggyback" Labels						•												
OUTDOOR™ Labels	•	•	•	•	X	X		X	•	X	•	•	•	•	•	•	•	

X - In Stock • - Available 1*- Prints 1 word/line

Due to the needs of different companies, Avery Dennison has a variety of models available to ensure that your Monarch hand labeler does what you are needing it to do.

- **One-line:** Ideal for time and date on smaller containers and wrapped foods. Also good for PLU labeling or lot codes.

- **Two-line:** Provides additional characters and space for more comprehensive tracking. A combination of information can be put onto a single label. Such as farm field location, date picked, employee number of who packed, and ingredients.

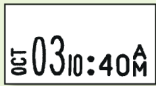
- **Three-line:** Great size for tracking multiple items such as when something was made, when it was put out for sale and when it is ready to be discarded.

Call today to have one of our specialist customize a band set up that works for your needs:

Call: 800-543-6650

Handheld Labelers for Freshmarx®

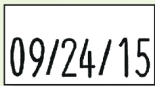
Model
M0113104



Prints in
8 positions

JAN 1 1 1 1 1 1
FEB 1 1 2 2 2 2
MAR 2 2 3 3 3 3
APR 3 3 4 4 4 4
MAY 4 4 5 5 5 5
JUN 5 5 6 6 6 6
JUL 6 6 7 7 7 7
AUG 7 7 8 8 8 8
SEP 8 8 9 9 9 9
OCT 9 9 0 0 0 0
NOV 0 0 1 1 1 1
DEC 1 1 2 2 2 2
+TX - - \$ \$ \$ \$ \$ \$

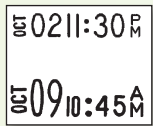
Model
M0113107



Prints in
8 positions

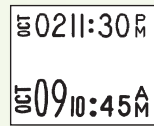
1 1 1 1 1 1 1 1
2 2 2 2 1 1 1 1
3 3 3 3 2 2 2 5
4 4 4 4 3 3 3 3
5 5 5 5 4 4 4 4
6 6 6 6 5 5 5 5
7 7 7 7 6 6 6 6
8 8 8 8 7 7 7 7
9 9 9 9 8 8 8 8
0 0 0 0 9 9 9 9
FOR \$ \$ \$ \$ \$ \$ \$ \$
// // // // - - - -

Model
M0113604



Top Line

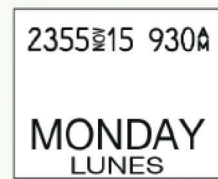
. . . 1
1 1 2 1 1 1 1 1
2 2 3 2 2 2 2 2
3 3 4 3 3 3 3 3
4 4 5 4 4 4 4 4
5 5 6 5 5 5 5 5
6 6 7 6 6 6 6 6
7 7 8 7 7 7 7 7
8 8 9 8 8 8 8 8
9 9 0 9 9 9 9 9
0 0 1 0 0 0 0 0
FOR \$ \$ \$ \$ \$ \$ \$ \$
// // // // - - - -



Bottom Line

JAN 1 1 1 1 1 1
FEB 1 1 2 2 2 2
MAR 2 2 3 3 3 3
APR 3 3 4 4 4 4
MAY 4 4 5 5 5 5
JUN 5 5 6 6 6 6
JUL 6 6 7 7 7 7
AUG 7 7 8 8 8 8
SEP 8 8 9 9 9 9
OCT 9 9 0 0 0 0
NOV 0 0 1 1 1 1
DEC 1 1 2 2 2 2
+TX - - \$ \$ \$ \$ \$ \$

Model
810752 (1152)



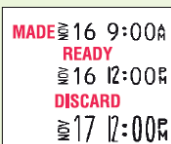
Top Line Prints

1 1 1 1 1 1
2 2 2 2 2 2
3 3 3 3 3 3
4 4 4 4 4 4
5 5 5 5 5 5
6 6 6 6 6 6
7 7 7 7 7 7
8 8 8 8 8 8
9 9 9 9 9 9
0 0 0 0 0 0
NOV 0 0 1 1 1 1
DEC 1 1 2 2 2 2
+TX - - \$ \$ \$ \$ \$ \$

Bottom Line Prints
12 standard messages

MONDAY LUNES
TUESDAY MARTES
WEDNESDAY MIERCOLES
THURSDAY JUEVES
FRIDAY VIERNES
SUNDAY DOMINGO
KEEP FROZEN
KEEP REFRIGERATED
HEAT & EAT
USE BY

Model
M01153MRD



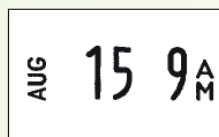
Top & Middle
Line Prints

1 1 1 1 1 1
2 2 2 2 2 2
3 3 3 3 3 3
4 4 4 4 4 4
5 5 5 5 5 5
6 6 6 6 6 6
7 7 7 7 7 7
8 8 8 8 8 8
9 9 9 9 9 9
0 0 0 0 0 0
NOV 0 0 1 1 1 1
DEC 1 1 2 2 2 2
+TX - - \$ \$ \$ \$ \$ \$

Bottom
Line Prints

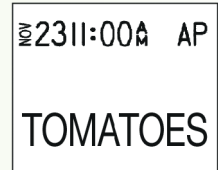
1 1 1 1 1 1 1 1
2 2 2 2 2 2 2 2
3 3 3 3 3 3 3 3
4 4 4 4 4 4 4 4
5 5 5 5 5 5 5 5
6 6 6 6 6 6 6 6
7 7 7 7 7 7 7 7
8 8 8 8 8 8 8 8
9 9 9 9 9 9 9 9
0 0 0 0 0 0 0 0
NOV 0 0 1 1 1 1 1 1
DEC 1 1 2 2 2 2 2 2
+TX - - \$ \$ \$ \$ \$ \$

Model
M0115604



JAN 1 1 1 1 1 1
FEB 2 2 2 2 2 2
MAR 3 3 3 3 3 3
APR 4 4 4 4 4 4
MAY 5 5 5 5 5 5
JUN 6 6 6 6 6 6
JUL 7 7 7 7 7 7
AUG 8 8 8 8 8 8
SEP 9 9 9 9 9 9
OCT 0 0 0 0 0 0
NOV 1 1 1 1 1 1
DEC 2 2 2 2 2 2
+TX - - \$ \$ \$ \$ \$ \$

Model
M01152SWWB



Top Line Prints

1 1 1 1 1 1
2 2 2 2 2 2
3 3 3 3 3 3
4 4 4 4 4 4
5 5 5 5 5 5
6 6 6 6 6 6
7 7 7 7 7 7
8 8 8 8 8 8
9 9 9 9 9 9
0 0 0 0 0 0
NOV 0 0 1 1 1 1
DEC 1 1 2 2 2 2
+TX - - \$ \$ \$ \$ \$ \$

Bottom Line Prints
12 ingredients

CHEESE
CHICKEN BREAST
CHICKEN STRIPS
CHICKEN TERIYAKI
CUCUMBERS
GREEN PEPPERS
MEATBALL
OLIVES
ONIONS
PICKLES
STEAK
TOMATOES

Labels engineered to meet your toughest challenge.

Label	Minimum Application Temperature	Service Temperature Range	Adhesive Description
Freshmarx Freeze	-10° F (-23° C)	-65° F to +200° F (-54° C to +93° C)	Also known as Freezx®, Freshmarx Freeze has a general purpose adhesive that is semi-permanent with excellent cold temperature performance. The labels can be applied to a variety of surfaces, including plastics, corrugated and paper wraps. For best performance in cold temperatures, labels should be applied to dry surfaces. While adhesive offers some removability at room temperature, these labels are not recommended for reusable containers. This material is recommended for use on wraps and/or containers that will be discarded. These labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.
Freshmarx Removable	+40° F (+4° C)	-65° F to +180° F (-54° C to +82° C)	Also known as Removx®, Freshmarx Removable labels have a removable adhesive that provides excellent cold temperature performance and clean removability at room temperature. This material provides an "all-purpose" label that can be used on a variety of surfaces over a wide range of temperatures. These labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.
Freshmarx Dissolvable	+21° F (-6° C)	-10° F to +175° F (-23° C to +80° C)	Also known as Dissolvx®, Freshmarx Dissolvable labels feature a biodegradable adhesive and will dissolve completely within seconds when immersed in tap water of any temperature. This material provides moderate tack and adhesion that will adhere to hard plastic and stainless steel containers. Dissolvability reduces clean-up time and eliminates bacteria-harboring adhesive residue and build up. Label options available for hand writing, printing with Monarch® handheld labelers and use in the Freshmarx Central 9418 printer. These labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact. Important Storage Note: These labels are extremely sensitive to humidity and temperature. Storage conditions should be maintained at 73° F and 50% RH (relative humidity). Labels should remain wrapped when stored and used within six months from purchase.
Freshmarx Durable	-10° F (-23° C)	-60° F to +200° F (-51° C to +93° C)	Also known as Durax®, Freshmarx Durable labels incorporate a synthetic label material with a removable adhesive to provide a durable, water-resistant label that can be removed cleanly with little to no residue. The tear-resistant material is ideal for environments where labels will be exposed to harsh, wet or dry conditions. These labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.
Freshmarx Durable Easy Lift	+40° F (+4° C)	0° F to +200° F (-17° C to +93° C)	Also known as Durax® EZ Lift, Freshmarx Durable Easy Lift labels incorporate synthetic material with a removable adhesive that offers all of the benefits of Freshmarx Durable with the addition of a lift tab for easy removal. These labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.
Freshmarx Heat	+14° F (-10° C)	-40° F to +131° F (-40° C to +55° C)	Also known as Heatx™, Freshmarx Heat labels combine a high heat coated, direct thermal paper label with a permanent adhesive. Ideal for use in food warmers, these labels are able to withstand temperatures up to 212° F (100° C) for 24 hours in dry conditions.

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Identification Solutions

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Harnessing the power of accurate, shared data throughout the food industry supply chain to enable labor efficiency, food safety, sustainability and enhance the consumer experience.

Contact us

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