

# Avery Dennison® Logistics EcoCut™ Labeling System



The EcoCut design allows for the flexibility to produce a variety of label formats, messages, and sizes on demand all in one label roll, resulting in fewer stops for label changes. The thin liner used results in a decrease of waste handling. With these optimizations created with EcoCut, the new solution results in up to 50% more labels per roll and up to 40% reduction in labeling costs.



# Avery Dennison Logistics EcoCut™ Labeling System

## Industry challenges with today's labeling solutions

Manufacturing and distribution centers are challenged with a number of inefficiencies with today's labeling solutions, such as: producing unnecessary white space on labels to fit a pre-determined standard size, printing millions of blank labels annually, and using label rolls with wasted liner space between each pre-cut label.

Now there is a better way.

## The Avery Dennison ADTP2 EcoCut Solution: One printer for all labeling needs

The EcoCut Solution:

- Uses one continuous label roll in combination with an innovative printer cutting mechanism to produce variable length logistics labels, on demand.
- Offers flexibility to print in either peel-and-present or in batch mode:
  - **Peel-and-present** - the label is face cut and ready for application while the liner is rerolled
  - **Batch mode** - multiple label formats and sizes can be printed at once with the liner intact for label application now, or later
- Eliminates waste, resulting in:
  - Significant Cost Savings
  - Increased Productivity
  - Improved Sustainability.

## Cost savings

The EcoCut Solution is designed to reduce overall cost of labeling by up to 40%, due to:

- The use of exclusive economical material constructions
- Up to 50% more labels per roll means significantly less costs for label materials
- Reduction of overall consumption (no matrix waste, reduction in wasted white space on labels)
- Fewer SKUs required, results in a reduction in transportation, converting, purchasing, inventory and warehousing costs.

## Increased productivity

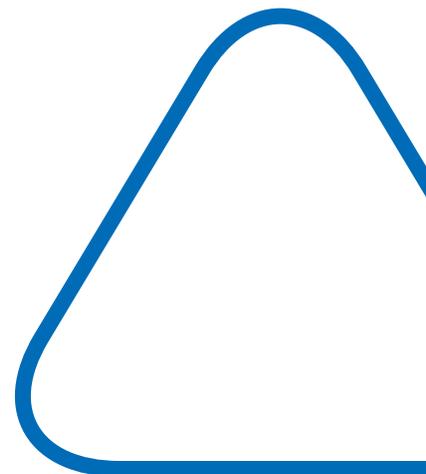
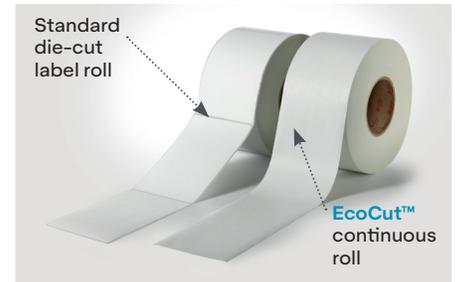
The design of the printer can produce a variety of label formats and lengths on demand all in one label roll. This helps increase productivity due to:

- Fewer stops for roll changes
- Thin liner results in a decrease of waste handling needs.

## Improved sustainability

The EcoCut Solution is designed to reduce environmental impact by:

- Decreasing transport weight
- Reducing CO2 emissions
- Generating less volume of waste to landfills (due to thinner liner).



# Specifications

## Dimensions

Height: 12.25" (311 mm)  
Width: 11.0" (279 mm)  
Depth: 20.5" (521 mm)  
Weight: 31 lbs. (14.1 kg)  
Shipping Weight: 38 lbs. (17.3 kg)

## Print Properties

### Printing Method

Thermal Direct or Thermal Transfer

### Printhead Width

4.09" (102 mm/812 dots)

### Printhead Resolution

203 dpi (8 dots / mm) or 300 dpi (12 dots / mm)

### Maximum Print Area

4.0" x 16.0" (102 mm x 406 mm) with the 203 dpi printhead  
4.0" x 13.0" (102 mm x 330 mm) with the 300 dpi printhead

Larger images (up to 16 feet) can be printed using continuous supply and reallocating memory.

### Print Speed

2.5 ips (64 mm/sec) - default for serial bar codes with narrow elements less than 3 dots  
4 ips (102 mm/sec) - 203 dpi serial bar codes with narrow elements of 3 dots or greater  
6.0 ips (152 mm/sec) - default for parallel bar codes, max for label peel and liner takeup  
8.0 ips (203 mm/sec)

### Sensing Methods

Edge: Die Cut, Black Mark, Aperture, Attacher Hole  
Center: Die Cut, Black Mark, Attacher Hole

## Operator interface

### Keypad

5-button keypad control

### Display

LCD Graphical Dot Matrix (128W x 64H dots).  
2.54" (64.5mm) Wide x 1.46" (37.0 mm) High

### Display Backlight

White (Idle), Green (Active), Red (Error)

## Memory

**SDRAM:** 64 MB

**Flash:** 64 MB

## Printer emulation

### Languages

MPCL, MLI

## Communications

**USB 2.0 Device Port:** 1 port, B Receptacle

**USB 2.0 Host Port:** 2 ports, A Receptacle

**RS-232C Serial Port:** DB-9F, DTE pin out, 115.2K baud max communications speed

### Wired Networking

802.3u Ethernet, 10/100 Mbps, RJ-45 connector

### Wireless Networking

Optional, 802.11 a/b/g/n dual band (2.4 GHz & 5 GHz), WPA2, 802.11i compliant

### Real time clock

**Real time clock:** Standard

### Bar code types

#### 1-Dimensional

UPCA +2/+5, UPCE +2/+5, EAN8 +2/+5, EAN13 +2/+5, EAN128 Interleaved 2 of 5, Extended Code 39, Codabar (NW7), Code 128, Code 16K, Code 93, MSI, Postnet, Intelligent Mail, GS1 Databar

#### 2-Dimensional

PDF417, MaxiCode, Data Matrix (ECC-200), Quick Response (QR Code), Aztec

## Fonts

### Standard Fonts

Bitmap - Standard, Reduced, Bold, OCRA-like, CG Triumvirate, and CG Triumvirate Bold TrueType® - EFF Swiss Bold Supports downloaded double-byte TrueType and bitmap fonts, allowing for international character sets

### Font Magnification

1x to 7x

4 to 250 pt. for scalable/ TrueType™ fonts

## Environmental

### Operating Temperature

40° – 104° F (4° – 40°C) for Thermal Direct  
40° – 95° F (4° – 35°C) for Thermal Transfer

## Storage Temperature

15° – 120° F (-9° – 49°C)

## Relative Humidity

5 – 90% Non-condensing

## Power Source

90-264 VAC with auto select 50/60 Hz  
Optional 24 VDC regulator

## Power Consumption

62 Watts printing, 4 Watts (Sleep mode),  
Certified Energy Star Compliant

## Warranty

### Printer

One (1) year parts and labor. Full written warranty statement available on request.

### Printhead

One (1) million inches or six (6) months, whichever occurs first.

## Supplies specifications

### Supply Types

Tags and Adhesive Labels (Paper or Synthetic) in roll or fanfold format  
Perforated or continuous supply

### Supply Width

EcoCut: 4.0" (101.6 mm), Die-cut: 0.75" – 4.25" (19.1 – 108.0 mm)

### Supply Length (Indexed)

0.32" to 17.5" (8 mm to 445 mm)

### Supply Roll Diameter

8.0" OD (203 mm) on 3" Core (76mm)

### Typical Roll Length

EcoCut: 7,874" (200m)

Die-cut: 5,905" (150 m)

### Ribbon Length

23,622" (600 Meters)

### Ribbon Core

1" (25.4mm) plastic

### Supply Thickness

4.0 – 13.5 mils (0.14 – 0.33 mm)

**Our Intelligent Logistics Solutions enable enhanced inventory visibility ensuring the most efficient omni-channel fulfillment process, reducing labor costs and driving velocity to create a positive consumer experience.**

## Contact us

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